

Public Image Agenda
Multi District Training Institute
Spring Hill Suites by Marriott
Austin, Texas
August 5-6, 2016

- 10:00 – 10:15 Introductions and welcome
- 10:15 – 10:30 RI Public Image Goals and Strategies -RPIC Lisa Herring
- 10:30-12:00 Brainstorm Session One
- Facebook 101
 - Rotary Showcase
 - Austin PR Team
 - * Advertising Program
 - * Public Initiatives
- 1:00-2:00 Brainstorm Session Two
- Club Audits
 - Survey Tools
 - Internal Communication
- 2:15-3:00 News Media Opportunities and Relationships
- Planning an Event -PowerPoint
 - Media representative -To Be Determined
- 3:00-3:30 Wrap Up Session -RPIC Lisa Herring
- Recommendations for PI agenda at Zone Institute
 - Evaluation of today's sessions