

# Schedule (tentative)

The Association for Communication Excellence in Agriculture, Natural Resources and Life- and Human Sciences (ACE) will join the Ag Media Summit this year in Scottsdale resulting in more sessions in each block. All sessions are open to everyone and full descriptions will be posted soon on all websites of:

AAEA - The Ag Communicators Network, Livestock Publications Council, Connectiv Agri-Media Committee, and National Ag Communicators of Tomorrow and ACE.

**Purple** denotes sessions sponsored primarily by AMS.

**Red** denotes sessions sponsored primarily by ACE.

**Blue** denotes sessions sponsored by both AMS and ACE.

## Saturday - August 4

All day Ag Tours of local area

9 a.m. - 5 p.m. ACE Board Meeting

## Sunday - August 5

8 a.m. - 5 p.m. Registration desk open

8 a.m. - 11:30 a.m. LPC board meeting

8 a.m. - 12 noon ACE board meeting (cont.)

8 a.m. - 1 p.m. ACE Research Paper and Poster Presentations

8 a.m. - 2:30 p.m. AAEA & PIF board meetings

Noon Lunch on your own

2 - 3 p.m. ACE Learning Community Leaders Meeting

2 - 4 p.m. Student Session

2 - 5 p.m. InfoExpo exhibit set up

3 - 4 p.m. ACE State Representatives Meeting

3 - 4 p.m. JAC Meeting

4 - 5 p.m. ACE Retirees and past presidents reception

5:30 - 6:45 p.m. First-timers/new member reception (for ACE members new to ACE conference and AMS first timers for AAEA & LPC new members)

7 - 10 p.m. Famous Welcome Party

## Monday - August 6

All day Registration desk open

Silent Auction open

7:30 - 8:30 a.m. Hot buffet breakfast

8 a.m. - 4 p.m. InfoExpo set up

**8:30 - 9:45 a.m. Block 1 Sessions**

**DESIGN:** Design Deep Dive part 1

**ISSUES:** Navigating Regulations Under the New Administration

**PHOTO:** Tips to Convey the Emotion of the Moment

**PR/MARKETING:** All Things Digital: Live Streaming and Immersive Video

**MEDIA RELATIONS:** Farm to Tablet - Can We Please Get Some Media Coverage?

**TECHNOLOGY:** Accessibility and Section 508 Compliance: Making our Online Tools, Including Games and Interactives, Accessible

**LEADERSHIP/MANAGEMENT:** Planning for Successful Student Experiences

**PR/MARKETING:** Not Your Father's Extension: Penn State Extension Launches State-of-the-Art Digital Strategy in the Race for Relevance

**DESIGN:** Design Matters!



9:45 - 10:15 a.m. Coffee break

**10:15 - 11:30 a.m. Block 2 Sessions**

**DESIGN:** Design Deep Dive part 2

**WRITING:** Working Words on the Small Screen

**SALES:** Improve Your Media Kit for Sales Success

**PHOTO:** So, You Want to Build an Image Collection

**SOCIAL MEDIA:** Advanced Facebook Analytics

**PR/MARKETING:** A Rising Tide Lifts All Boats: Elevating Awareness for Extension Through Strategic Branding

**ISSUES:** Managing for Mayhem: Messaging During a Crisis

**LEADERSHIP/MANAGEMENT:** Getting the Money to Make the Cool Stuff

**DIVERSITY:** Communicating to People with Disabilities

11:45 a.m. - 1 p.m. Student Awards and Recognition Luncheon

11:45 a.m. - 1 p.m. ACE Luncheon ACE Reuben Brigham Award winner (speaker)

**1:15 - 2:30 p.m. Block 3 Sessions**

**DESIGN:** Let Art Work

**WRITING:** Write about Science the Right Way

**SALES:** Sell More to Doubting Buyers

**PR/MARKETING:** Managing Information in the Consumer Digital Space

**PHOTO:** Get Meta-Smart! Put Embedded Metadata into Practice

**PERSONAL DEVELOPMENT:** Turn "Me" Time into Productive Time

**DESIGN:** Let InDesign Do the Job (extended)

**ACADEMICS:** Grad School Panel: Find the Grad School for You!

**TECHNOLOGY:** #DronesAreCool - Using Drones for Education, Communications and Marketing

2:30 - 2:45 a.m. Coffee break

**2:45 - 4 p.m. Block 4 Sessions**

**WRITING:** Master the Writing Process

**PERSONAL DEVELOPMENT:** Integrate Remote/Telecommuting into your Business

**PR/MARKETING:** Tips for Blogging Effectively for Clients

**WRITING:** Responsible Cannabis Reporting

**ACADEMICS:** Science of Agriculture.org: Animations, Videos and Virtual Labs for the Ag Learner

**SOCIAL MEDIA:** UGA's Live from the Lab on Facebook

**PR/MARKETING:** Building a Program Assessment Tool in Qualtrics

**ACE Electronic Media and Photography Learning Community Meeting and Showcase**

**ACE Publishing and Graphic Design Learning Community Meeting and Showcase**

4 – 7 p.m. InfoExpo Grand Opening

#### 4:15 – 5 p.m. Block 5 Sessions

**SOCIAL MEDIA:** Remember It's a Conversation: Creating Meaningful Connections in an Instagram World  
**MEDIA RELATIONS:** Going Beyond ROI: Tools to Drive Communication Planning  
**ACADEMICS:** The Ag Comm Block: An Innovative Approach to the Capstone Experience  
**ACE Instructional Design and Information Technology** Learning Community Meeting  
**ACE Marketing** Learning Community Meeting

### Tuesday - August 7

All day Registration desk open

Silent Auction open

6:00 a.m. Fun Run (open to everyone)

7 – 9 a.m. ACE Breakfast; ACE Professional Award Speaker

7:30 – 10 a.m. AMS Breakfast in InfoExpo

#### 9:15 – 10 a.m. Block 6 sessions

**LEADERSHIP/MANAGEMENT:** Who Are You Hiring?  
**ELECTRONIC MEDIA:** Fake It Until You Make It  
**ISSUES:** Issues Management: Working through tough conversations with faculty, staff, students, and stakeholders  
**PR/MARKETING:** Science Communication: Academic Editing, Storytelling and Engagement  
**SOCIAL MEDIA:** Podcasting 101: A Direct Route to Your Audiences Through Audio

#### 10:15 – 11:00 a.m. Block 7 Sessions

**WRITING:** Crisis in Farm Country  
**PR/MARKETING:** Farmer-Consumer Campaign Success  
**DESIGN:** Let InDesign Do the Job (express)  
**PERSONAL DEVELOPMENT:** Step Out and Get Your Book Published  
**SOCIAL MEDIA:** Proving Your Worth Through Effective Social Media Metric Reporting  
**PR/MARKETING:** Working Smarter for your Branded and Promotional Merchandise Needs  
**ACE Academic/Research** Learning Community Meeting

#### 11:15 – Noon Block 8 Sessions

**PHOTO:** Use Images to Tell an Authentic Story  
**PERSONAL DEVELOPMENT:** Manage your Career  
**WRITING:** Mining for Resources from the Land-Grant System  
**PR/MARKETING:** Management and Software Show & Tell: Apps and More  
**LEADERSHIP/MANAGEMENT:** From Job Shop to Strategic Communications Agency: Selling The Value To Administration And How to Make It Happen  
**PERSONAL DEVELOPMENT:** Freelancing: Voices of Experience  
**SOCIAL MEDIA:** Building Collaboration Among Program Social Media Managers  
**ACE Diversity** Learning Community Meeting

Noon – 1:30 p.m. Luncheon with presentation by

Fernanda Santos, the ACE Gary Hermance Speaker

1:45- 2:30 p.m. Educational meeting for 2019 IFAJ Congress (open to everyone)

2:30 – 4 p.m. LPC annual business meeting and Contest awards

#### 2 – 2:45 p.m. Block 9 Sessions

**MARKETING:** Transforming a College Website into a Strategic Storytelling Machine  
**DESIGN:** Art Direction & Design: Creating Characters and Art that Pop  
**MARKETING:** Media Production Placement & Distribution: What Three Years of Data Tell  
**LEADERSHIP/MANAGEMENT:** Leading Change and Innovation: Keeping Your Eyes on the Prize  
**ACE Social Media** Learning Community Meeting

Noon- 6 p.m. InfoExpo teardown

#### 3 – 3:45 p.m. Block 10 Sessions

**SOCIAL MEDIA:** Case Studies: Using Social Media Events and Stories to Increase Program Participation  
**PERSONAL DEVELOPMENT:** The Professional Field Trip: A Practical Approach to Professional Development  
**MARKETING:** What is Today's Story? Exploring the Land-grant Mission Through Story Circles  
**ACE Leadership and Management** Learning Community Meeting  
**ACE Media Relations and Writing** Learning Community Meeting

3 – 4:30 p.m. AAEA and PIF business meeting

4 – 5 p.m. ACE business meeting

4:30 – 5:30 p.m. ACT business meeting and Critique Contest

5:15 – 6:30 p.m. AAEA awards presentation

6 – 7 p.m. Reception to honor ACE Executive Director

6:30 – 7 p.m. AMS Reception

7 – 9 p.m. AMS Joint Dinner, Awards Banquet

7 – 9 p.m. ACE Dinner and Awards Banquet

### Wednesday - August 8

5:30 – 9 a.m. Coffee-to-go-bar

8:30 – 10 a.m. Planning meeting for 2019 IFAJ Congress

8:30 – 11:30 a.m. Post-conference ACE session: Multidimensional Diversity: Inclusive Communication in Science, Agriculture and Higher Education (*additional fee*)

Be sure to watch for updates at

[www.agmediasummit.com](http://www.agmediasummit.com)

Registration will open by May 1, 2018.

Sponsorships and booths in the InfoExpo are available with the early bird deadline of May 15.

[info@agmediasummit.com](mailto:info@agmediasummit.com)

### HOTEL HEADQUARTERS:

The Westin Kierland Resort & Spa

6902 E. Greenway Parkway

Scottsdale, AZ 85254

480-624-1000

[kierlandresort.com](http://kierlandresort.com)

Room rate: \$149

online reservations: <https://tinyurl.com/yddrc2g4>

### Key to organizations

AAEA: AAEA - The Ag Communicators Network

LPC: Livestock Publications Council

Connectiv Agri-Media Committee

ACT: National Ag Communicators of Tomorrow (students)

ACE: Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Sciences

IFAJ: International Federation of Agricultural Journalists