

CONFERENCE SCHEDULE



SUNDAY, JUNE 23

ACE Board of Directors Meeting

8:00 AM – 5:00 PM

MONDAY, JUNE 24

1:00 PM – 7:00 PM

Registration Open

3:15 PM – 4:15 PM

LC Leader Meeting

5:00 PM – 6:00 PM

Past Presidents/Retiree Reception

6:00 PM – 6:30 PM

New Member/First-Time Attendee Welcome Reception

6:30 PM – 7:30 PM

Opening Reception – Open to All Attendees

- Includes Research Posters and C&A Gold Awards Display



TUESDAY, JUNE 25

7:30 AM – 8:15 AM Continental Breakfast

8:15 AM – 9:00 AM Welcome and Introductions

9:00 AM – 10:30 AM **KEYNOTE ADDRESS**

BY MARK SCHAEFER – Mr. Schaefer will speak on the topic: Marketing reimagined for a world without loyalty followed by time for Q&A. In addition, each attendee will receive a free copy of his book, [MARKETING REBELLION](#) with time set aside for Mr. Schaefer to sign attendees' books in the ballroom foyer at the end of his keynote.

LEARNING COMMUNITY BUSINESS MEETINGS - Come network with ACE members at the Learning Community sessions. Sessions will include educational information related to the specific learning community.

10:45 AM - 4:30 PM

- [Academic and Research, includes Research Paper Session](#)

10:45 AM - 12:00 PM

- [Marketing](#)
- [Electronic Media and Photography](#)

12:15 PM – 1:30 PM **Lunch and Hermance Lecture**

BY ALI GOLJAHMOFRAD – Mr. GOLJAHMOFRAD will speak on the topic “**Living at Capacity**” - In days filled with tasks, duties, and time-sucking obligations, we sometimes find ourselves just getting by. This can quickly turn into life being lived at less than our best. In a complex world, simplicity can take us from stressed

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and over-worked to focused and calm. Living at capacity requires discovering two critical elements by asking ourselves a simple series of questions.

LEARNING COMMUNITY BUSINESS MEETINGS - Come network with ACE members at the Learning Community sessions. Sessions will include educational information related to the specific learning community.

1:45 PM – 3:00 PM

- Diversity
- Instructional Design and IT
- Media Relations and Writing

3:15 PM – 4:30 PM

- Leadership & Management
- Publishing & Graphic Design
- Social Media

Evening Free Time and Dinner on Your Own

Wednesday, JUNE 26

6:00 AM Joe Marks Fun Run
7:30 AM – 8:00 AM Continental Breakfast
8:00 AM – 9:00 AM ACE Leadership Awards Presentation
9:15 AM – 11:00 AM 45 or 90 MINUTE Session Breakouts

90 MINUTE - SESSION 9:15 AM – 11:00 AM (includes time for optional break)

Six Thinking Hats: Decision-making from All Points of View

45 MINUTE - SESSIONS 9:15 AM – 10:00 AM

- What's Keeping You from Getting Your Message to The Public? Office Depot Print/Promo & Supply Chain Case Studies
- "Three for Me" -- Self-Development Ideas from ACE Members
- Managing Monsters - How to Evolve From a Bad Website to a State-of-the-Art Digital Footprint
- Photography in the Real Life
- Stop Reinventing the Wheel - Marketing To People Who Want You To Market To Them

45 MINUTE - SESSIONS 10:15 AM – 11:00 AM

- Stop This Invader! Penn State Ag Comm takes on the Spotted Lanternfly
- "Uncanned": Using Technology for Food Preservation
- Managing Camera Gear and Shared Equipment Effectively: An Online Check-out System for Teams and Classes
- Landing the Best Photography From Your Drone

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- Work Smarter, Not Harder: Repurposing Content

11:15 AM – 1:15 PM Lunch & Reuben Brigham Lecture and C&A Awards Presentation

1:30 PM – 6:00 PM 45 or 90 MINUTE Session Breakouts

45 MINUTE - SESSIONS 1:30 PM – 2:15 PM

- Food Safety Bites: Using Videos to Demonstrate Food Safety
- Fostering Engagement through Personal Connections in Online Learning
- Going Live, Socially, to Educate Following Natural Disasters
- Kickbox Your Way Through Uncharted Waters: Using Adobe's Innovation Process to Generate and Implement New Ideas
- Leading From Behind: Onboarding New Leaders for Mutual Success
- Should We Let Consumers Sink In Voluntary Ignorance or Rescue Them With Risk Communication?

45 MINUTE - SESSIONS 2:30 – 3:15 PM

- How to Develop Strategic Partnerships Before You Need Them
- Badges, Certificates, and Micro-Credentialing Opportunities in Higher Education – What Role Can Communication Units Play?
- Pocket Journalism: Making your Phone the Ultimate Tool
- The Golden Rule is Trash: Helpful Hints and Tricks for Audience Analysis
- Why Can't We All Just Get Along?: Tips for Successful Co-Worker Communication

45 MINUTE - SESSIONS 3:30 PM – 4:15 PM

- A Framework for Engaging Land-Grant Faculty in Science Communication
- Cell Phone Safari: Making the Most of Your Mobile Phone Photos
- Check the Box: A Six-Section Checklist for Online Instructional Design
- Diving into Motion Graphics
- Edutainment for Creative Communications, Education and Marketing
- Trends in Extension Publishing and a Look Toward the Future

90 MINUTE - SESSIONS 4:30 PM – 6:00 PM

- Let's Have a DAM Conversation: Digital Asset Management Roundtable
- Multimedia Mania: Getting Out of Our Silos to Bring It All Together

45 MINUTE - SESSIONS 4:30 PM – 5:15 PM

- Make It Personal: How to Write Feature Stories on Ag and Natural Resources
- Marketing Extension Through On-Campus Collaborations
- Testing the Waters: Helping You Wade into Continuous Response Measurement
- Using Sysomos to Make Data-Driven Decisions for Social Media Campaigns

Evening Free Time and Dinner on Your Own

Thursday, JUNE 27

7:30 AM – 8:00 AM Continental Breakfast

8:00 AM – 9:30 AM Member Business Meeting

9:45 AM – 11:30 AM 45 or 90 MINUTE Session Breakouts

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90 MINUTE - SESSION 9:45 AM – 11:30 AM (includes time for an optional break)

- Utilizing Interactive PDFs for Interactive Lessons Online
- What are the Characteristics of U.S. Land-Grant Communication Units?

45 MINUTE - SESSIONS 9:45 AM – 10:30 AM

- Bringing Sexy Back to Science
- Introducing the Academic Discipline of Agricultural Communications to the UK
- Out With the Old: Communications Strategies for Rebranding
- Photography: The Basics of Manual Mode

45 MINUTE - SESSIONS 10:45 AM – 11:30 AM

- Extension LIVE: Reaching New Audiences with Live Video
- Lessons Learned from Oklahoma Wildfires
- Managing Issues to Avoiding Crises
- The Good, the Bad and the Published: Project Redesign and Management