



## NIFA Preconference Meeting

Saturday, June 11, 2022 | 10:30 am – 3:30 pm



### InterContinental Kansas City at the Plaza Kansas City, Missouri

#### Why attend:

- Clearly define, understand, and align impacts across the LGU system to produce effective media messaging
- Learn how to train and assist extension and research faculty with translating technical output into practical outcomes for media messaging
- Learn marketing strategies for using impacts to promote public value and awareness of NIFA funded research and programming
- Create a reward system that encourages extension and research faculty to collaborate with communications professionals and produce effective impact publications

#### Facilitated by NIFA Comms Staff:

- Ana Iverson, Visual Artist
- Rachel Dotson, Social Media Specialist
- Matt Browning, Public Affairs Specialist

#### Agenda:

##### 10:30 AM ARRIVE

- Introductions to NIFA Communications Staff and Strategic Plan
- Impact Overview
- Collaborative Learning Activity

##### 1:00 PM LUNCH WITH NIFA COMMS STAFF

##### 2:00 PM MEETING WRAP UP

- Application of Impact Production
- LGUs Tactical Planning Activities

##### 3:30 PM ADJOURN