

TELLING THE STORY OF *Agriculture*

Digital Storytelling Workshop Understanding Your Brand • Wednesday, June 19

Schedule subject to change pending confirmation of event attendees and program details

- 8:15 am** **Welcome, Introductions and Breakfast!**
- 9:15 am** **4 Helpful Lists**
We'll walk you through a four quadrant evaluation method to review your current marketing strategies and pin-point strengths and weaknesses.
- 10:15 am** **Break**
- 10:30 am** **Building a Brand through Effective Marketing**
- 11:30 am** **Building a Brand Q&A**
- Noon** **Lunch**
- 1:00 pm** **Story Session Homework**
Explore your marketing goals, identify key objectives and discover the potential to expand your reach and generate more attention for your brand.
- 1:30 pm** **Story Session I** **Breakout Session I**
During the 1:30 and 3:30 sessions, half of the attendees will work through their brand's Story Session with B.J. Eick while the other half will attend one of the following breakout sessions:
- *Directing a Video Shoot*
 - *Taming Project Management*
 - *Starting a Podcast*
- 3:00 pm** **Break**
- 3:30 pm** **Story Session II** **Breakout Session II**
- 5:00 pm** **Wrap Day One Training**
Return to the hotel or hang out at the farm. Take some personal time and prepare for evening activities.
- 7:00 pm** **Dinner and Evening Entertainment**



Digital Storytelling Workshop

Building Your Content Strategy • Thursday, June 20

Schedule subject to change pending confirmation of event attendees and program details

- 8:45 am** **Good Morning!**
- 9:00 am** **Principles of Storytelling**
Understand why storytelling is the key to engaging your audience and lays the foundation for building your content campaign.
- 10:30 am** Break
- 10:45 am** **Engineering a Content Campaign**
Capture the attention of your target audience by engineering a content campaign that uses strategic storytelling at its core. Discover the principles of digital advertising in a story-based marketing schematic.
- Noon** Lunch
- 1:00 pm** **Creating Content that Creates Engagement**
In this session, Drew will break down the objective principles of making great content that will consistently engage your audience.
- 2:00 pm** Break
- 2:15 pm** **Build Your Own Campaign**
Begin to build your own content campaign designed specifically for your brand with the assistance of the Herdmark team.
- 3:45 pm** **Campaign Outline Presentations**
Review your campaign ideas and gather input from your peers.
- 5:15 pm** **Wrap Day Two Training**
- 7:30pm** **Private Dinner and Networking**
City Square Steakhouse, Wooster, Ohio



Digital Storytelling Workshop

Executing on the Plan • Friday, June 21

Schedule subject to change pending confirmation of event attendees and program details

- 7:45 am** **Good Morning!**
- 8:00 am** **What I Learned from my Viral Video**
Drew Boatner shares his first-hand experience with viral videos after his mash up of The Office and Bird Box hit more than six million views.
- 8:30 am** **Influencer Marketing**
While with the Ohio Beef Council, Cambell Parrish built one of the beef industry's most successful influencer blogging campaigns. In this session, he'll help you learn how to navigate influencer relationships and determine how you might leverage influencers to elevate your brand's content campaigns.
- 10:00 am** Morning break
- 10:15 am** **Engineering Content to Meet Your Goals**
We'll walk you through Herdmark's process for engineering content and help you determine how to bring your big idea to life with your existing team or an agency.
- 11:00 am** **Forging a Pathway for Leadership**
It's easy to set lofty goals at a conference. Marlene Eick, owner of Live Your Story, will help you forge a pathway for leadership to keep your dreams alive when you return to the grind next week!
- Noon** **Lunch**
Odds are, we'll be eating beef...
- 1:00 pm** **That's a Wrap!**
Official workshop programming ends after lunch. Enjoy a leisurely departure, ask any final questions and safe travels home!