

"This was an excellent boot camp! Great!"

"I will use all I learned. Great program."

WOMEN'S COMMUNICATIONS

BOOT CAMP

WASHINGTON, DC JULY 26-29, 2011



Farm Bureau® Women's Communications

BOOT CAMP

WHAT IS THE WOMEN'S COMMUNICATIONS BOOT CAMP?

This intensive training session will provide you with the skills needed to communicate for agriculture and for Farm Bureau®. A maximum of 15 participants will be selected to participate in the Boot Camp. Participants will come prepared to give a brief speech on one of AFBF's priority issues. During the course of 2 days, there will be sessions on public speaking, testifying, targeting your message, working with the media and seeking elected office.

The Boot Camp is open to any woman who is a member of Farm Bureau® excluding staff of county, state and American Farm Bureau® and their affiliates.

Upon completion, each participant will be asked to use her enhanced skills in her community to speak out for agriculture or to run for an elected position. Upon reporting on the follow-up, one-half of the registration fee will be refunded.

WHEN SHOULD I APPLY?

Applications must be signed by a state Farm Bureau® staff person and be postmarked or e-mailed no later than **May 2, 2011**. Applications will be judged and 15 participants will be selected to participate. All applicants will be notified of their application status via e-mail by **June 3, 2011**.

The highlight to me was...

"Lots of hard work mixed with friendship and laughter."

"...the challenges — presentation, media interviews, testifying and Final Exam."

"Love it! Love it! Can hardly wait to get back and use these skills in my state and teach the women of my state."

"...the opportunity to build confidence — see yourself instead of assume what you must have looked like to the audience."



TENTATIVE AGENDA

Farm Bureau® Women's Communications Boot Camp

Each participant is to come prepared to speak on one of AFBF's priority issues for 2011. (List will be provided to participants upon selection.) A room block is held at a hotel near the AFBF office. Further details will be provided to those who are selected to participate in the Communications Boot Camp.

Tuesday • July 26

6:00 pm Welcome reception and communication workshop

Wednesday • July 27

8:30 am

- Welcome
- Introductions
- Review of Program
- Challenge to Participants

9:30 am Individual presentations (3 minutes each) on a topic the presenter selected from those proposed

10:45 am General Presentation Skills

11:45 pm Lunch and individual coaching sessions with playback of recorded presentations

1:00 pm Seeking Elected Office

2:30 pm Break

2:45 pm Media Training Basics

4:00 pm Using Social Media to Tell Your Story

Evening Group Dinner

Thursday • July 28

8:30 am Media Training – Individual sessions on print, video and audio interviews

Noon Lunch

1:00 pm Testifying Before Lawmakers

2:30 pm Break

2:45 pm Public Speaking – Mastering the Preparation and Presentation

4:15 pm Open Discussion
Participants draw their presentation format for the “FINAL EXAM” (Public Speaking, Testifying, Media Interview, Candidate Speech)

Evening Dinner on your own/Prepare presentations

Friday • July 29

8:00 am Breakfast

8:45 am “The FINAL EXAM”
Each participant will give a four five minute presentation on her chosen issue in the format from the previous day's selection

10:15 am Break

10:30 am Presentation Evaluations by a panel of instructors

11:45 am Lunch

- Challenge to Participants
- Presentation of Certificates
- Photos
- Closing Comments/Evaluations

1:00 pm Adjourn

Farm Bureau® Women's Communications Boot Camp

APPLICATION

Applications for this seminar must be submitted by a state Farm Bureau® staff person. Additional sheets can be added to complete answers.

Name of Applicant: _____

Address: _____

Phone: _____ E-mail: _____

State Farm Bureau® Staff Person Submitting the Application: _____

E-mail: _____

Summarize your involvement in Farm Bureau® at county, state and national levels:

Do you currently hold or have you held an elected office (including Farm Bureau®)?

Yes _____; No _____ If yes, please list the position(s): _____

Why do you want to participate in this boot camp (list at least 2 reasons)?

How do you plan to use the skills gained to benefit Farm Bureau®? _____

What experience do you have with public speaking, testifying, using social media and/or working with the media? _____

Are you willing to conduct a follow-up activity within 3 months of completion of the seminar? _____

A registration fee of \$200 is required. Upon successful completion of a follow-up activity, \$100 will be refunded.

I understand that travel, lodging and meals other than those provided with the boot camp are the responsibility of the applicant.

Signature of Applicant: _____ Date: _____

State FB Staff Signature: _____ Date: _____

Applications must be recieved by May 2, 2011

Mailing Address:
Farm Bureau® Women's Communications
Boot Camp, Attn: Kim Baker
American Farm Bureau Federation®,
600 Maryland Ave SW, Suite 1000W
Washington, DC 20024

Fax: 202-406-3606, Attn: Kim Baker
Email: kimb@fb.org

Questions: Contact Marsha
Purcell (202-406-3706,
marshap@fb.org) or Kim Baker
(202-406-3707 kimb@fb.org)

All applicants and the state Farm Bureau®
staff signing the application will be notified
of the applicants' status by June 3, 2011.

Brought to you by...



Farm Bureau[®]
WOMEN'S LEADERSHIP PROGRAM

Farm Bureau[®] Women's Leadership Committee



AMERICAN FARM BUREAU FEDERATION[®]

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