



The Straight Goods Symposium

Persuading to Win 3

June 4-5, 2010, Travelodge Ottawa Hotel & Conference Centre
 1376 Carling Avenue (Carling and Kirkwood), Ottawa, ON K1Z 7L5
 Phone: 613-722-7600 - Toll Free: 1-800-267-4166 - Email: info@travelodgeottawa.com

-- Agenda --

Friday, June 4

Registration		6.00 p.m.
Dinner		6.30 p.m.
Introduction to the process and agenda	Ish Theilheimer Publisher, Straight Goods News	7.30 p.m.
Keynote address: The Future for the Progressive Agenda	Elaine Bernard Labor and Worklife Program, Harvard University Law School	8.00 p.m.
Social		9.30-10.30 p.m.

Saturday, June 5

Breakfast		8.00 a.m.
The Power of Framing to Persuade: Theory and Application	George Lakoff, University of California	9.00 a.m.
Break		10.15 a.m.
<i>Concurrent sessions (half of participants in each workshop)</i>		
The Framing Clinic - Session A	George Lakoff, University of California	10.30 a.m.
Persuading Online - Session A	Rob Cottingham, Social Signal	10.30 a.m.
<i>Concurrent sessions (half of participants in each workshop)</i>		
The Framing Clinic - Session B	George Lakoff, University of California	11.30 a.m.
Persuading Online - Session B	Rob Cottingham, Social Signal	11.30 a.m.
Lunch		12.15 a.m.
Creating Buzz: Persuading Without Paying by Word of Mouth	Sean Moffitt, Founder, Agent Wildfire Strategy & Communications Inc.	1.15 p.m.
Break		2.45 p.m.
20 Tested Ideas that Win	Conference participants with Marc Zwelling, The Vector Poll™	3.00 p.m.
What have we learned... about the progressive narrative?	A discussion chaired by Steven Staples, Rideau Institute Anne McGrath, NDP Caucus Chief of Staff	4.00 p.m.
Feedback, evaluation and wrap-up	Ish Theilheimer	4.45 p.m.