



## 2019 EXECUTIVE COMMUNICATION TRAINING AGENDA

All activities will be held at UT Austin's Belo Center for New Media (5<sup>th</sup> Floor).

This agenda is tentative and slight modifications might be made.

### Tuesday, January 15, 2019

8:30 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:15 a.m.	Introductions – Trainers and Participants
10:15 a.m. – 10:30 a.m.	Setting the Stage – Your Role in Civic Engagement
10:30 a.m. – 11:00 a.m.	Session I: Understanding Your Audience
11:00 a.m. – 11:15 a.m.	<i>Break</i>
11:15 a.m. – 12:00 p.m.	Session II: Effective Communication
12:00 p.m. – 12:45 p.m.	Session III: Developing Your Message
12:45 p.m. – 1:30 p.m.	Lunch Session: Crafting Your Own Message
1:30 p.m. – 2:15 p.m.	Session IV: Working with the Media
2:15 p.m. – 3:00 p.m.	Session V: Being the Messenger
3:00 p.m. – 3:15 p.m.	<i>Break</i>
3:15 p.m. – 4:30 p.m.	Session VI: Digital Advocacy with Christina Gomez Oliver

### Wednesday, January 16, 2019

8:30 a.m. – 8:45 a.m.	Breakfast
8:45 a.m. – 9:00 a.m.	Bringing It All Together
9:00 a.m. – 10:30 a.m.	Hands-On Session I Group 1: Presentation Skills Group 2: Being on Camera Group 3: Digital
10:30 a.m. – 10:45 a.m.	<i>Break</i>
10:45 a.m. – 12:15 p.m.	Hands-On Session II Group 1: Digital Group 2: Presentation Skills Group 3: Being on Camera
12:15 p.m. – 12:30 p.m.	<i>Break / Grab Boxed Lunch</i>
12:30 p.m. – 2:00 p.m.	Hands-On Session III Group 1: Being on Camera Group 2: Digital Group 3: Presentation Skills
2:00 p.m. – 2:15 p.m.	Program Evaluation & Final Thoughts



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## 2019 ECT Trainers



### **Jenifer Sarver**

Principal, Sarver Strategies

**Jenifer Sarver** has nearly two decades of experience in media relations, crisis communications, speechwriting, coalition building, and media and presentation skills training. Her career has spanned the corporate, nonprofit and political worlds.

In launching [Sarver Strategies](#), Jenifer focused her skills on training and storytelling, helping clients develop a narrative that effectively conveys their core values, and then preparing them to effectively deliver that message. Jenifer has extensive experience in media and presentation skills training, having conducted workshops and one-on-one trainings for a wide range of public figures including CEOs, foreign leaders, local and state political candidates and office holders, and nonprofit leaders.

Jenifer teaches courses on public speaking, advocacy communications, speechwriting, storytelling and confidence in communication, among other topics. She has lectured at UT Austin, Texas Woman's University, Concordia University, American University and UT Dallas, among other institutions. She has taught at the Yale Women's Campaign School. She has conducted international trainings in Kenya, Tunisia, Kazakhstan and Australia.

Jenifer spent nearly six years as Chief of Staff to Ambassador Karen Hughes, the Worldwide Vice Chair of Burson-Marsteller. In addition to supporting Ambassador Hughes, leading the Austin office and helping drive new business development, Jenifer managed a wide variety of accounts, from corporate communications to crisis response to overseeing all aspects of grassroots and media relations for a coalition.

Jenifer was the Deputy Director of Public Affairs at the U.S. Department of Commerce in the Bush Administration. She also served as the Director of The Archer Center and was a Senior Advisor on the Washington, D.C. staff of U.S. Senator Kay Bailey Hutchison.

She graduated from The University of Texas at Austin with a Bachelor of Journalism and a Bachelor of Science in Communication Studies. She received the degree of Master in Public Administration from American University. In 2017 she was selected as a Presidential Leadership Scholar.



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## Marjorie Clifton

Principal, Clifton Consulting LLC

**Marjorie Clifton** is principal of [Clifton Consulting LLC](#) and has two decades of experience in communications, advocacy and public policy. Marjorie began her career as a product manager and spokesperson working for Sony and Kodak technology startups in Austin, TX. She founded her consulting business in Washington, DC in 2004 while working as a media trainer and messaging expert for senior administration officials in the federal government.

As a consultant for corporations, non-profits and federal agencies, she establishes platforms for organizations and individuals by building and executing internal and external communication plans. She is also a published author and media commentator, appearing multiple times a week on CNN, Fox, NBC, MSNBC, PBS and global radio. She is an expert in building and leading training programs and leadership initiatives, and her programs and campaigns have spanned five continents and nearly all fifty states. Her clients have included the U.S. Department of State, U.S.A.I.D, the Federal Reserve, the U.S. Department of Energy, Deloitte Consulting, Booz Allen Consulting, Verizon, General Motors, Coca Cola, the American Red Cross, Boeing, Pfizer, Ebay, the American Medical Association, Conservation International, the Women's Media Center and the American Association of University Women.

Marjorie's projects also include developing strategic coalitions and strategy for policy initiatives. In 2011, she was called upon by the White House to build and lead a coalition of Internet companies to address online counterfeiting of prescription drugs. Over the past five years, she has led a global initiative with 12 major corporations including Google, Microsoft, Yahoo, Facebook, Paypal, Visa, MasterCard, Amex, Discover, GoDaddy, Rightside and UPS to create consumer education initiatives, facilitate policy dialogue and develop strategic partnerships with the U.S. Department of State, U.S. House of Representatives, the U.S. Department of Trade, U.S. Department of Commerce, the Global Trade Organization, U.S. Chamber of Commerce, APEC and ICANN. Her structure has now been adopted in the EU Parliament and the Asian Pacific Economic Forum.

Marjorie received her bachelor's degree in Communications and Spanish from the University of Texas. She received her master's from Drama Studio London. Marjorie is currently a fellow and advisory board member for the Annette Strauss Institute for Civic Participation at the University of Texas and serves on the board for the School of Undergraduate Studies. She is also an executive board member of the non-profit Running Start, and a founder of their Next Step program, which trains young women in career development and politics. She was awarded a female "Profile in Power" by the Austin Business Journal in 2015.



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### **Christina Oliver Gomez**

Senior Director of Communications, Lower Colorado River Authority

**Christina Oliver** is a nationally recognized digital strategist, public speaker and presidential campaign alumna. For the last sixteen years she has worked with SuperPACs, political campaigns, trade associations, chambers of commerce and corporations to create compelling digital narratives and intentional digital strategy.

She specializes in using a data-first approach to help clients connect with their target audiences to build trust, loyalty and brand evangelism. As a trainer, she helps her clients create strategic message calendars, digital strategies and campaigns for email marketing. She proudly serves in senior leadership with the Lower Colorado River Authority. In this role she leads a group of communicators, web developers, videographers and designers who are responsible for internal and external digital production. During her tenure, she has built a multi-layer social media command center that uses state of the art predictive analytics to anticipate social media crises before they happen, 360-degree virtual reality videos of floodgate operations and Facebook livestreaming.

In 2014 she received Campaign & Elections magazine's "Rising Star" award – "given to up-and-comers of the campaign world." That same year she was named "Woman of the Year" by the Texas Young Democrats. She lives in Austin, Texas with her husband and toddler and is a member of Austin New Church. She is passionate about building up women in leadership, emerging technology, social innovation, micro-marketing and bridging the technology gap in communities of color.



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## **Our Mission**

The Annette Strauss Institute envisions a democracy where all citizens are informed, vote, and are actively involved in improving their communities. Through nonpartisan research, education, and outreach, the Institute seeks to understand and overcome the obstacles to civic engagement.

## **Our History**

Founded in 2000 to respond to growing political cynicism and disaffection in the United States, the Institute is named after Annette Strauss, an extraordinary woman whose accomplishments and commitments were legion. Mrs. Strauss served on the Dallas City Council from 1983 through 1987 and then as mayor from 1987 to 1991. By the time she became mayor, Mrs. Strauss had spent some forty years as a city volunteer and community activist. As mayor of Dallas, Mrs. Strauss was said to be one of the few persons who had equal access to the City's diverse communities. When she died in December of 1998, an entire city mourned her passing.

## **Texas Civic Health Index and Infographic**

The Texas Civic Health Index provides a comprehensive, first-time look at civic and political engagement in Texas. It presents information about who engages in their communities, in politics, and how. America's Civic Health Assessment is in an effort to educate Americans about our civic life and to motivate citizens, leaders and policymakers to strengthen it.

Download the full report and additional resources at:

[www.txcivichealth.org](http://www.txcivichealth.org)

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