



# 4 DAY STRATEGIC COMMUNICATION WORKSHOP

Tentative Schedule

Naval Postgraduate School, Monterey, California



TUE	WED	PDT / EDT	THU	FRI
Introductions & Expectations	Takeaways	0800 / 1100	Takeaways	Takeaways
<i>BREAK</i>	<i>BREAK</i>	0830 / 1130	<i>BREAK</i>	<i>BREAK</i>
CAPT (ret) Kline Effects-Based Approach	Dr Neff Communication Principles and Process	0900 / 1200	Dr Houck Messaging Assessment	Dr Stephens Developing an SC Capability
<i>BREAK</i>	<i>BREAK</i>	0930 / 1230	<i>BREAK</i>	<i>BREAK</i>
Working Groups	Working Groups	1000 / 1300	Case Exercise	Working Groups
Working Groups	Case Exercise	1030 / 1330	<i>BREAK</i>	<i>BREAK</i>
<i>BREAK</i>	<i>BREAK</i>	1100 / 1400	Working Groups	Team Presentations
Case Exercise	Working Groups	1130 / 1430		
		1200 / 1500		
		1230 / 1530		
		1300 / 1600		
		1330 / 1630		
		1400 / 1700		