



Advocacy Summit Draft Agenda  
October 8, 2018, 9:00 a.m.- 3:00 p.m.  
Westmark Fairbanks

- I. Welcome and introductions 9:00 a.m.  
Sarah Leonard, ATIA
- II. Panel discussion 9:10 a.m.  
“How to be effective in Juneau: Insider do’s and don’ts”  
Current and former legislators  
Moderator: Sarah Erkmann Ward, Blueprint Alaska
- III. Breakout session 10:15 a.m.  
“Advocacy in focus: ATIA membership’s priorities”  
Sarah Leonard, ATIA, and Sarah Erkmann Ward, Blueprint Alaska
- IV. Break for onsite lunch 12:00 p.m.
- V. Presentation 12:30 p.m.  
“Time to testify: Now what? How to develop and deliver effective testimony”  
Julie Jessen, ATIA, and Sarah Erkmann Ward, Blueprint Alaska
- VI. Breakout session 1:00 p.m.  
“Put it in writing: create your own testimony”  
ATIA team and Sarah Erkmann Ward
- VII. Role Playing Exercise 1:30 p.m.  
“Practice makes perfect: Master your pitch”  
Sarah Erkmann Ward, Blueprint Alaska
- VIII. Advocacy exercise 2:30 p.m.  
Develop questions for ATIA’s gubernatorial forum  
Sarah Leonard, ATIA
- IX. Wrap-up and next steps 2:50 p.m.  
Making the case for tourism in 2019  
Sarah Leonard, ATIA, and Sarah Erkmann Ward, Blueprint Alaska
- X. Event concludes 3:00 p.m.