

## **Advocacy: Championing Ideas and Influencing Others**

SAMPLE SCHEDULE

AT&T Executive Conference Center

## Day 1

8:00 – 8:30 a.m.	Check-In	
8:30 a.m. – 12:00 p.m.	The Bases of Advocacy: Clarity Dr. John Daly	Room 107
12:00 – 1:00 p.m.	Lunch	Tejas Dining
1:00 – 4:30 p.m.	Advocacy: A Marketing Perspective Dr. Meme Drumwright	Room 107
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## Day 2

8:30 a.m. – 12:00 p.m.	The Bases of Advocacy: Building Affinity Dr. John Daly	Room 10/
12:00 – 1:00 p.m.	Lunch	Carillon Dining
1:00 – 4:30 p.m.	The Bases of Advocacy: Influence Dr. John Daly	Room 107