



Saturday - August 4

All day Ag Tours of local area
9 a.m. - 5 p.m. ACE Board Meeting

Sunday - August 5

8 a.m. - 5 p.m. Registration desk open
8 a.m. - 11:30 a.m. LPC board meeting
8 a.m. - 12 noon ACE board meeting (cont.)
8 a.m. - 1 p.m. ACE Research Paper and Poster Presentations
8 a.m. - 2:30 p.m. AAEA & PIF board meetings
Noon Lunch on your own
2 - 3 p.m. ACE Learning Community Leaders Meeting
2 - 4 p.m. Student Session
2 - 5 p.m. InfoExpo exhibit set up
3 - 4 p.m. ACE State Representatives Meeting
3 - 4 p.m. JAC Meeting
4 - 5 p.m. ACE Retirees and past presidents reception
5:30 - 6:45 p.m. First-timers/new member reception
(for ACE members new to ACE conference and AMS first timers
for AAEA & LPC new members)
7 - 10 p.m. Famous Welcome Party

Monday - August 6

All day Registration desk open
Silent Auction open
7:30 - 8:30 a.m. Hot buffet breakfast
8 a.m. - 4 p.m. InfoExpo set up
8:30 - 9:45 a.m. Block 1 Sessions

DESIGN: Design Deep Dive part 1
ISSUES: Navigating Regulations Under the New Administration
PHOTO: Tips to Convey the Emotion of the Moment
PR/MARKETING: All Things Digital: Live Streaming and Immersive Video
MEDIA RELATIONS: Farm to Tablet - Can We Please Get Some Media Coverage?
TECHNOLOGY: Accessibility and Section 508 Compliance: Making our Online Tools, Including Games and Interactives, Accessible
LEADERSHIP/MANAGEMENT: Planning for Successful Student Experiences
PR/MARKETING: Not Your Father's Extension: Penn State Extension Launches State-of-the-Art Digital Strategy in the Race for Relevance
DESIGN: Design Matters!
9:45 - 10:15 a.m. Coffee break

Key to organizations

AMS: Ag Media Summit
AAEA: AAEA - The Ag Communicators Network
LPC: Livestock Publications Council
Connectiv Agri-Media Committee
ACT: National Ag Communicators of Tomorrow (students)
ACE: Association for Communication Excellence in Agriculture, Natural Resources and Life and Human Sciences
IFAJ: International Federation of Agricultural Journalists
PIF: Professional Improvement Foundation (AAEA)
JAC: Journal of Applied Communications (ACE publication)

Purple denotes sessions sponsored primarily by AMS.
Red denotes sessions sponsored primarily by ACE.
Blue denotes sessions sponsored by both AMS and ACE.

10:15 - 11:30 a.m. Block 2 Sessions

DESIGN: Design Deep Dive part 2
WRITING: Working Words on the Small Screen
SALES: Improve Your Media Kit for Sales Success
PHOTO: So, You Want to Build an Image Collection
SOCIAL MEDIA: Advanced Facebook Analytics
PR/MARKETING: A Rising Tide Lifts All Boats: Elevating Awareness for Extension Through Strategic Branding
ISSUES: Managing for Mayhem: Messaging During a Crisis
LEADERSHIP/MANAGEMENT: Getting the Money to Make the Cool Stuff
DIVERSITY: Improving Disability Communications

11:45 a.m. - 1 p.m. Student Awards and Recognition Luncheon
11:45 a.m. - 1 p.m. ACE Luncheon ACE Reuben Brigham Award winner (speaker)

1:15 - 2:30 p.m. Block 3 Sessions

DESIGN: Let Art Work
WRITING: Write about Science the Right Way
SALES: Sell More to Doubting Buyers
PR/MARKETING: Managing Information in the Consumer Digital Space
PHOTO: Get Meta-Smart! Put Embedded Metadata into Practice
PERSONAL DEVELOPMENT: Turn "Me" Time into Productive Time
DESIGN: Let InDesign Do the Job (extended)
ACADEMICS: Grad School Panel: Find the Grad School for You!
TECHNOLOGY: #DronesAreCool - Using Drones for Education, Communications and Marketing

2:30 - 2:45 a.m. Coffee break

2:45 - 4 p.m. Block 4 Sessions

WRITING: Master the Writing Process
PERSONAL DEVELOPMENT: Integrate Remote/Telecommuting into your Business
PR/MARKETING: Tips for Blogging Effectively for Clients
WRITING: Responsible Cannabis Reporting
ACADEMICS: Science of Agriculture.org: Animations, Videos and Virtual Labs for the Ag Learner
SOCIAL MEDIA: UGA's Live from the Lab on Facebook
PR/MARKETING: Building a Program Assessment Tool in Qualtrics
ACE Electronic Media and Photography Learning Community Meeting and Showcase
ACE Publishing and Graphic Design Learning Community Meeting and Showcase
4 - 7 p.m. InfoExpo Grand Opening

4:15 – 5 p.m. Block 5 Sessions

SOCIAL MEDIA: Remember It's a Conversation: Creating Meaningful Connections in an Instagram World
MEDIA RELATIONS: Going Beyond ROI: Tools to Drive Communication Planning
ACADEMICS: The Ag Comm Block: An Innovative Approach to the Capstone Experience
ACE Instructional Design and Information Technology Learning Community Meeting
ACE Marketing Learning Community Meeting

Tuesday - August 7

All day Registration desk open

Silent Auction open

6:00 a.m. Joe Marks Memorial Fun Run/Walk (open to all)

7 – 9 a.m. ACE Breakfast; ACE Professional Award Speaker

7:30 – 10 a.m. AMS Breakfast in InfoExpo

9:15 – 10 a.m. Block 6 sessions

LEADERSHIP/MANAGEMENT: Who Are You Hiring?
ELECTRONIC MEDIA: Fake It Until You Make It
ISSUES: Issues Management: Working through tough conversations with faculty, staff, students, and stakeholders
PR/MARKETING: Science Communication: Academic Editing, Storytelling and Engagement
SOCIAL MEDIA: Podcasting 101: A Direct Route to Your Audiences Through Audio

10:15 – 11:00 a.m. Block 7 Sessions

WRITING: Crisis in Farm Country
PR/MARKETING: Farmer-Consumer Campaign Success
DESIGN: Let InDesign Do the Job (express)
PERSONAL DEVELOPMENT: Step Out and Get Your Book Published
SOCIAL MEDIA: Proving Your Worth Through Effective Social Media Metric Reporting
PR/MARKETING: Working Smarter for your Branded and Promotional Merchandise Needs
ACE Academic/Research Learning Community Meeting

11:15 – Noon Block 8 Sessions

PHOTO: Use Images to Tell an Authentic Story
PERSONAL DEVELOPMENT: Manage your Career
WRITING: Mining for Resources from the Land-Grant System
PR/MARKETING: Management and Software Show & Tell: Apps and More
LEADERSHIP/MANAGEMENT: From Job Shop to Strategic Communications Agency: Selling The Value To Administration And How to Make It Happen
PERSONAL DEVELOPMENT: Freelancing: Voices of Experience
SOCIAL MEDIA: Building Collaboration Among Program Social Media Managers
ACE Diversity Learning Community Meeting

Noon – 1:30 p.m. Luncheon with presentation by

Fernanda Santos, the ACE Gary Hermance Speaker

1:45- 2:30 p.m. Educational meeting for 2019 IFAJ Congress (open to everyone)

2:30 – 4 p.m. LPC annual business meeting and Contest awards

2 – 2:45 p.m. Block 9 Sessions

MARKETING: Transforming a College Website into a Strategic Storytelling Machine
DESIGN: Art Direction & Design: Creating Characters and Art that Pop
PR/MARKETING: Media Production Placement & Distribution: What Three Years of Data Tell
LEADERSHIP/MANAGEMENT: Leading Change and Innovation: Keeping Your Eyes on the Prize
ACE Social Media Learning Community Meeting

Noon- 6 p.m. InfoExpo teardown

3 – 3:45 p.m. Block 10 Sessions

SOCIAL MEDIA: Case Studies: Using Social Media Events and Stories to Increase Program Participation
PERSONAL DEVELOPMENT: The Professional Field Trip: A Practical Approach to Professional Development
PR/MARKETING: What is Today's Story? Exploring the Land-grant Mission Through Story Circles
ACE Leadership and Management Learning Community Meeting
ACE Media Relations and Writing Learning Community Meeting

3 – 4:30 p.m. AAEA and PIF business meeting

4 – 5 p.m. ACE business meeting

4:30 – 5:30 p.m. ACT business meeting and Critique Contest

5:15 – 6:30 p.m. AAEA awards presentation

6 – 7 p.m. Reception to honor ACE Executive Director

6:30 – 7 p.m. AMS Reception

7 – 9 p.m. AMS Joint Dinner and Awards Banquet

7 – 9 p.m. ACE Dinner and Awards Banquet

Wednesday - August 8

5:30 – 9 a.m. Coffee-to-go-bar

8:30 – 10 a.m. Planning meeting for 2019 IFAJ Congress

8:30 – 11:30 a.m. Post-conference session:

Multidimensional Diversity: Inclusive Communication in Science, Agriculture and Higher Education (*additional fee*)

Be sure to watch for updates at

www.agmediasummit.com

Registration is now open.

www.agmediasummitregistration.com

Sponsorships and booths in the InfoExpo are available with the early bird deadline of May 15.

info@agmediasummit.com

HOTEL HEADQUARTERS:

The Westin Kierland Resort & Spa

6902 E. Greenway Parkway

Scottsdale, AZ 85254

480-624-1000

kierlandresort.com

Room rate: \$149

online reservations: <https://tinyurl.com/yddrc2g4>