



---

# AGENDA

---

## 2009 SEC Communicators Association Conference

June 7-9, 2009 | Vanderbilt University | Nashville, TN

### Sunday, June 7

- 3:30-5 p.m. Conference registration, Marriott at Vanderbilt University lobby  
Location: 2555 West End Ave., Nashville, Tenn. 37203
- 5 p.m. Depart Marriott via shuttle for dinner
- 5:30-8 p.m. Welcome dinner at Vanderbilt's Dyer Observatory  
Location: 1000 Oman Drive, Brentwood, Tenn. 37027  
Beth Fortune, Vice Chancellor for Public Affairs, Vanderbilt University

### Monday, June 8

- 7:30-8:15 a.m. Breakfast at hotel
- 8:15 a.m. Guests walk to The Commons for meeting.  
Approximately 1 mile walk across campus – VU staff will lead.  
Transportation will also be available.  
Location: The Multipurpose Room, The Commons Center, 230 Appleton Place, Nashville, Tenn. 37203
- 9-9:15 a.m. Welcome  
David Williams, Vice Chancellor for University Affairs and Athletics,  
General Counsel and Secretary of Vanderbilt University
- 9:15-10 a.m. Winning Emmys: Using video successfully to tell your story  
Emily Pearce, Associate Director for Video, Vanderbilt News Service  
Pat Slattery, Broadcast Technical and Production Manager, Vanderbilt University
- 10-11:15 a.m. Social Media 101: Why Facebook and Twitter matter and how to make them work for you  
Dave Delaney Social Media Coordinator, Griffin Technology  
Attendees are encouraged to bring examples of how they are using social media at their institutions to share and discuss.



- 11:15-11:30 a.m.      Break
- 11:30 a.m.-12:30 p.m. SEC Academic Communications via ESPN360  
Working lunch with video from Lee T. Todd, University of Kentucky President and SEC Executive Committee President, discussing SEC presidents' direction on academic initiative and ESPN360 Web site
- 12:30-1:30 p.m.      Winning and hosting a presidential debate  
Mitchell Diggs, Associate Director of Media and Public Relations, University of Mississippi  
Pamela Johnson, Director of Strategic Marketing & Special Initiatives, Belmont University
- 1:30-2:15 p.m.      Government Relations 101  
Rusty Jabour, Vice Chancellor of Communications, Louisiana State University  
David Mills, Associate Director, State and Local Policy Affairs, Vanderbilt University
- 2:15-2:30 p.m.      Break
- 2:30-3 p.m.            Detailed discussion of ESPN360 contract and launch needs  
Charles Bloom, SEC associate commissioner for media relations
- 3-5 p.m.                Working groups discuss and plan launch of SEC/ESPN360 launch Aug. 1. Groups will reconvene and present their recommendations between 4:45 and 5 p.m.  
Group A: Joint and individual Web sites  
Group B: Media outreach
- Facilitators: Kelley Bozeman, Deputy Director, Brand Management, University of Kentucky; Janet Griffith, Assistant Provost, University of Alabama; Rusty Jabour, Vice Chancellor, Louisiana State University; Tysen Kendig, Associate Vice Chancellor for University Relations, University of Arkansas; Chuck Toney, Speechwriter, University of Georgia
- 5:15 p.m.              Meeting concludes. Guests return to hotel.
- 7-10:30 p.m.          Shuttle departs hotel for downtown Nashville. Dinner and live music.

**Tuesday, June 9**



- 8-8:30 a.m. Breakfast at hotel. Meeting will take place at hotel.
- 8:30-9:30 a.m. Managing and documenting a natural disaster; Emergency communications  
Tysen Kendig, Associate Vice Chancellor for University Relations, University of Arkansas
- 9:30-10:30 a.m. Presidential speechwriting and strategic communications  
Chuck Toney, Speechwriter, University of Georgia
- 10:30-11 a.m. SECCA 2010 Site Selection and Agenda Planning
- 11 a.m. Meeting concludes  
Participants will be given sack lunches for trip to the airport.