



# Digital Conversations

## AM

9:00 – 9:25

### Launch

- Memory drives decisions
- Define your 10%

9:25 – 10:10

**Activity:** Groups select an account/presentation and create a 10% slide, receive coaching

10:10 – 10:55

**Activity:** Groups create a Data, Insight, Question and receive coaching

10:55 – 11:10

### Break

11:00 – 11:45

**Activity:** Groups add one of the techniques to describe supporting point

11:45 – 12:30

### Lunch

## PM

12:30 – 12:45

**Activity:** Individuals select a slide and techniques to apply

12:45 – 1:05

**Activity:** Groups identify where to insert priming

1:05 – 1:15

• Optimize your setup

1:15 – 2:00

**Activity:** Groups create a grabber

2:00 – 2:40

**Activity:** Groups create a visual that they will draw and receive coaching

2:40 – 3:05

**Activity:** Groups create drawing instructions for their visual and receive coaching

3:05 – 3:20

### Break

3:20 – 4:50

**Activity:** Groups refine their presentations then deliver key components and receive coaching

4:50 – 5:00

### Wrap up

