



Digital Presence

AM

9:00 – 9:20

Launch

Activity: Pairs create an intro email

- Cut through the noise
- Use digital tools
- Leverage cadences

9:20 – 10:20

Activity: Groups create a “get a meeting” cadence

10:20 – 10:30

- Personal video

10:30– 10:45

Break

10:45 – 11:40

- Create a winning profile

Activity: Pairs review profiles using the checklist

- Grow your network

11:40 – 12:40

Activity: Individuals apply 4-pronged approach

- Social plays

Activity: Pairs craft social plays

12:40 – 1:25

Lunch

PM

1:25 – 1:35

- Share and create content

1:35 – 2:25

- Research your audience - SMART

Activity: Groups conduct SMART research on their account and target role

2:25 – 3:00

- Define Your Personalization Strategy – account makers

Activity: Class identifies account markers

Activity: Class identifies target roles

- Insight and alignment

3:00 – 3:15

Break

3:15 – 3:55

Activity: Groups create a Messaging matrix, readout with coaching

3:55 – 4:50

- Craft a compelling message

Activity: Groups create a personalized email, readout with coaching

4:50 – 5:00

Wrap up

