



## **PROGRAM DIRECTOR & VOLUNTEER VIRTUAL TRAINING**

August 25 – 27, 2020

Topics: Storytelling for Marketing, Virtual Tours and Packaging Your Value

Facilitators: National Main Street Center featuring Amanda Elliott and Norma Ramirez de Miess + Local Main Street Executive Directors/Staff and Board Members from the State of Oklahoma and the National Network.

### **Tuesday, August 25 (1:30pm – 4:00pm): STORYTELLING**

1:30 – 1:45: Introduction to Storytelling

1:45 – 2:30: Storytelling Instruction + Local MS Director

2:30 – 3:00: Breakout Session

3:00 – 3:15: Break

3:15 – 3:45: Breakout Reporting

3:45 – 4:30: Storytelling Additional Info and Q&A

### **Wednesday, August 26 (9:00am – 11:30am): VIRTUAL TOURS AND VIDEOS FOR MARKETING**

9:00 – 9:15: Introduction to Virtual Tours and Marketing Videos

9:15 – 10:15: Virtual Tours Instruction

10:15 – 10:30: Break

10:15 – 11:00: Virtual Tours Local MS Director/Board Member

11:00 – 11:30: Virtual Tours Q&A

*11:30 – 12:30 Lunch*

### **PROMOTING MAIN STREET AS AN ECONOMIC DEVELOPMENT ENGINE**

12:30 – 12:40 Introduction to Packaging Your Value

12:40 – 1:10: Packaging Your Value Instruction

1:10 – 1:30: Breakout Session

1:30 – 2:00: Breakout Reporting

2:00 – 2:15: Break

2:15 – 3:30: Local MS Director and Q&A

**Thursday, August 27 (9:00am – 11:30am): PACKAGING THE VALUE OF MAIN STREET AND BOARD ACTIVATION**

9:00 – 9:10: Introduction

9:10 – 10:00: Packaging the Value of Main Street

10:00 – 10:15: Break

10:15 – 11:30: Tips and Best Practices for Activating your Board