



Advocacy – Engage & Activate!

For your career, organization and industry

How do we create the influence needed to support the long term viability of our industry? How can we engage and activate people around us to support our activities?

This highly interactive program, customized for your industry professionals, raises advocacy awareness to engage and activate you. The objective is to make one aware of successful advocacy strategies that enable you to influence policy makers and garner support for projects beneficial to your organization, your industry and your profession. You will leave with the tools needed to communicate with a stronger voice advocating the value of your industry.

Learner outcomes:

- Understand the seven branches of the advocacy tree
- Identify key issues and best practices for advocacy and influence at the local level
- Understand the *7 Actions of Highly Effective Advocates*
- Depart with a plan to advocate for your job, your company and your industry