

	EDITORIAL (Writing/Editing)	BUSINESS (Advertising/ Marketing/Circulation)	COMMUNICATION (Strategic Planning/ Branding)	DESIGN	DIGITAL/SOCIAL MEDIA	PARISH/SCHOOL COMMUNICATORS	GENERAL INTEREST	OTHER OPPORTUNITIES
Wednesday, June 13								
Master Camp 8:30 a.m.-Noon	The Greatest Stories Ever Told Jacqui Banaszynski	Rebranding Catholic Media - How to (re) Build Relevancy Deacon Steve Meyer	Handling Hot Topics and Sensitive Subjects Helen Osman Jerry Topczewski Penny Wiegert	Design Thinking: Approaches to Contemporary Redesign Jennifer Palilonis	Advanced Social Media Nicole Virant	Getting Past Likes and Follows Nicole Ossevoort	Viral Video: How to create or outsource production to make videos that connect Allen Kinzly & Tim Williams	N/A
Thursday, June 14								
Session 1 10-11:30 a.m.	The Mystery of the Written Word: The Habit of Being & the Habit of Writing Bishop Robert Morneau	Campaigns for Increasing Circulation Michelle St. Pierre & Michael Stechschulte	Making the Most of Media Buys Pat Szpekowski	Alternative Story Forms Sharon Boehlefeld	Three Keys to Social Media Success Fr. Rocky Hoffman	Practical Ways to Improve Parish Communication Mike DiCosola	A Jesuit's Vision of the World Fr. Don Doll, SJ	Movie Panel Discussion Courageous Conversations Eddie Siebert
Session 2 1:30-2:45 p.m.	The New Areopagus - Sharing Stories of Faith in a Digital World Joe Paprocki Julianne Stanz	How to Prospect and Keep Your Pipeline FULL! Katherine (Kat) Ramirez	Strategic Planning for Communications Chad Hendricks	Hey! Don't just use that image you found on Google Teak Phillips	To Tweet or Not to Tweet: Evaluating Your Organization's Use of Twitter Nina Nolan Rouse	Are your Communications Integrated? Emily Hartzog Karli Smith	Human Trafficking in the U.S. Sr. Celine Goessl, SCSC	Movie Screening A Pathway To Grace, the SIGNIS way, Dr. Frank Frost Rose Pacatte, FSP (1:30-4:30 p.m.)
Session 3 3:15-4:30 p.m.	The Screen Generation: Understanding an Audience That's Plugged in but Disconnected Dr. Bill Thorn	N/A	Roundtable Communications Directors Only David Hains	N/A	Using Photos on Social Media to Engage your Audience Matthew Schiller	Parish/School Communicators Roundtable Joe Towalski	Engaging Hispanic Population Jorge Dominguez Margarita Mendoza Ana Sota	Panel Discussion Dr. Natasa Govekar Bishop David Ricken Sr. Marie Kolbe Zamora Julianne Stanz
Friday, June 15								
Session 4 8:45-10:00 a.m.	Best Practices for Writing Editorials Patricia Kasten Mike Krokos Mary Uhler	Sales Representatives: What do I do with these people? Tim Mayer	Pitch Perfect - How to "Sell" Your Story Mike Counter	Modern Composition and Design of Advertising Print and Digital Platforms Sue Simoens	Using Analytics to Support Content Evangelization Billy Atwell	N/A	Drones for Photography and Videography, An Overview Brandon Mueller	N/A