



TEAM USA COMMUNICATIONS & DIGITAL WORKSHOP

CONNECTING · SHARING · LEARNING

Dec. 9-10, 2019 | Colorado Springs, Colorado

MONDAY, DEC. 9

All day Attendee arrivals
6-8 p.m. Welcome Reception, Phantom Canyon Brewery

TUESDAY, DEC. 10

*U.S. Olympic & Paralympic Training Center – West Wing Conference Center
Shuttle transportation from The Antlers Hotel departs at 7:50 a.m.*

7:45 a.m. Doors open – breakfast served

8:30 a.m. **Welcome** – *Luella Chavez D'Angelo, Chief Marketing & Communications Officer, USOPC*

8:50 a.m. **Program overview** – *Jon Mason, Director of Communications, USOPC*

8:55 a.m. **Speaker:** *Wayne Drehs, Senior Writer, ESPN*
Story-mining and Content Creation, followed by Q&A

9:45 a.m. **Panel: Athlete-Generated Content**
Moderator: *Coyote Marino, Director of Content Development & Digital Media Operations, USOPC*
Panelists: *Codi Warren, Managing Director of Communication, USA Softball*
Julian Valentin, Director of Brand Management & Social Media, Colorado Rockies
Brittany Cranston, Head of Athlete/Sports Talent Partnerships, Twitter
Maggie Engellenner, Digital Partnerships & Content Strategy, NBA

10:45 a.m. Break

11:00 a.m. **Rule 40/50 Update**
Chester Wheeler, Sr. Director of NGB Business Development, USOPC
Guiselle Torres, Associate General Counsel of Marketing & International Affairs, USOPC

11:30 a.m. **Olympic and Paralympic Games Tokyo 2020**
Issues Update – *Mark Jones, Vice President of Communications, USOPC*
Media Operations & Services – *Jon Mason, Director of Communications, USOPC*
The Road to Tokyo – *Brian Gordon, Sr. Vice President of Marketing & Media, USOPC*
Team USA Promotion – *Lindsay Hogan, Sr. Director of Marketing Communications, USOPC*
Managing Victory – *Kristen Gerringer, Sr. Manager of Consumer Engagement Marketing, NBC*

12:30 p.m. Lunch – *West Wing Conference Center lobby*

1:30 p.m. **Mentimeter Activity**

1:40 p.m. **Speaker:** *Kristen Houser*
Consultant former Chief Public Affairs Officer at the National Sexual Violence Resource Center
Language Matters: Perspectives on word choice and messaging about abuse in sport for media and public relations, followed by Q&A

- 2:30 p.m. **USOPC Athlete & NGB Services**
Julia Clukey, Director of Athlete Outreach & Engagement, USOPC
Denise Parker, Vice President of NGB Services, USOPC
- 2:50 p.m. Break
- 3:00 p.m. **Roundtable Discussions** (20 minutes per)
- Graphic Design Tips and Techniques**
Jonathan Chaves, Social Media Graphic Designer, USOPC
Ben Spengeler, Social Media Coordinator, USOPC
- Social Media Best Practices**
Julian Valentin, Director of Brand Management & Social Media, Colorado Rockies
Brittany Cranston, Head of Athlete/Sports Talent Partnerships, Twitter
- Athlete & NGB Services – How the USOPC supports NGBs**
Julia Clukey, Director of Athlete Outreach & Engagement, USOPC
Denise Parker, Vice President of NGB Services, USOPC
- Collegiate Partnerships Overview and Activation**
Sarah Wilhelmi, Director of Collegiate Partnerships, USOPC
Emily Jensen, Associate Director of Collegiate Partnerships, USOPC
- Crisis Communications, Preparedness and Best Practices**
Mark Jones, Vice President of Communications, USOPC
- 4:45 p.m. **Closing**
- 5:00 p.m. **Reception** – OPTC Visitor Center Rotunda
- 6:00 p.m. First hotel shuttle departure
- 6:30 p.m. Final hotel shuttle departure