



11th Annual Buddy Walk® Conference Schedule
February 8, 2019 – February 9, 2019
Hyatt Centric French Quarter, New Orleans

Friday, February 8

1:00PM- 3:00PM

Check-in/Arrivals

3:00PM - 6:00PM

Vendor Marketplace Open – *Stop by the **Buddy Walk® Hub** and chat with exhibitors and Buddy Walk® Partners*

3:00PM – 3:30PM

Opening Remarks –
Sara Hart Weir, President & CEO, NDSS

3:30PM – 4:30PM

25th Anniversary NDSS Buddy Walk® Rollout –
Michelle Sagan, Buddy Walk® Program Manager

4:30PM – 5:00PM

25th Anniversary Buddy Walk® Incentive Program Deep Dive
NDSS staff

5:00PM – 5:45PM

New Buddy Walk® Logo Reveal
Taylor Ketchum, Director of Consumer and Digital Marketing, Jones PR
Sean McElwee, Cast of Born this Way on A&E, Owner seanese.com, Keynote speaker

5:45PM – 6:00PM

Q&A Session
NDSS staff

6:00PM – 7:30PM

Break

7:30PM – 9:30PM

C21 at WW2 Museum
945 Magazine Street, New Orleans, LA 70130

Saturday, February 9

7:30AM– 8:30AM

Breakfast

8:30AM – 9:30AM

Buddy Walk® Roundtable Session #1
Session Topics:

- How to Engage and Retain Volunteers
- Social Media
- Registration Fee vs. No Registration Fee
- Fundraising Incentives

9:30AM – 10:15AM	Keynote – “It Could Happen” <i>Sean McElwee</i>
10:15AM – 10:45AM	<u>Breakout Sessions:</u> <ul style="list-style-type: none"> • How to run a Buddy Walk® from start to finish <i>F.R.I.E.N.D.S Down Syndrome West Florida</i> • Buddy Walk® Incentives • Classy Learning session
10:45AM – 11:00AM	Break
11:00AM – 11:30AM	PR and Media Training: How to sell your Buddy Walk® to the local media <i>Taylor Ketchum, Jones PR</i>
11:30AM – 12:00PM	Branding Yourself Online <i>Jennifer Paganessi, Chicagoland Buddy Walk®</i>
12:00PM – 1:15PM	Networking Lunch with Buddy Walk® Roundtable Session #2 Session Topics: <ul style="list-style-type: none"> • Sponsorships • Engaging Team Captains • Fundraising Do’s and Don’ts • Community Involvement
1:15PM – 1:45PM	Sponsorships & Partnerships – <i>Headsweats</i> <i>Signs.com</i> <i>Will Ent.</i> <i>JK Medals</i>
1:45PM – 2:45PM	The Ins and Outs of a Successful Walk – <i>Wayne Baldaro, NAMI Walk Manager</i>
2:45PM – 3:00PM	Licensing Agreements and Trademark usage <i>Lindsey Corbin, Trademark Attorney</i>
3:00PM – 4:00PM	Fundraising 101 and Beyond <i>Kari Jones, Columbus Buddy Walk®</i>
4:00PM – 4:30PM	Buddy Walk® Roundtable Session #3 Session Topics: <ul style="list-style-type: none"> • Corporate Sponsorships • Ceremony & Logistics • Involving Self Advocates • Fundraising Incentives
4:30PM – 4:45PM	Buddy Walk® Roundtable Round-Up
4:45PM – 5:00PM	Closing Remarks & Recognition