



REFRESH, REFRAME, RECHARGE – AMPLIFY IT!

Wisconsin Tobacco Prevention & Control Conference
May 1 & 2, 2007

Schedule-at-a-Glance

Tuesday, May 1, 2007

8:00 AM	Registration Opens & Continental Breakfast
8:30 AM	Exhibits Open/Networking
9:00 – 9:45 AM	Welcome & Opening
10:00 – 11:15 AM	Breakout Sessions
11:30 AM – 12:30 PM	General Session – Reframe
	Lessons Learned from Tobacco Counter-Marketing Campaigns Around the World
	<i>- Karen Gutierrez, Global Dialogue for Effective Stop Smoking Campaigns Social Marketing Consultant</i>
12:30 – 1:30 PM	Lunch
1:30 – 2:45 PM	Breakout Sessions
2:45 – 3:15 PM	Break
3:15 – 4:30 PM	General Session – Reframe
	Wake Me Up When the Data Is Over: Using Stories to Make the Issue Real
	<i>- Lori Silverman, Partners for Progress</i>
4:30 - 6:00 PM	Networking Reception Exhibits, Networking Opportunities, Appetizers & Refreshments
6:00 PM	Dinner on your own

Wednesday, May 2, 2007

7:30 AM Registration Opens, Continental Breakfast & Exhibits

8:15 – 9:30 AM Breakout Sessions (1 hr 15 mins)

9:45 – 11:00 AM Breakout Sessions (1 hr 15 mins)

11:15 AM – 12:30 PM Closing Session – Recharge & Amplify It!

Creating a Sustainable Civic Engagement Culture for Smoke Free Work

- Dan Cramer, Grassroots Solutions

12:30 PM Box Lunch
Legislative Visits