

**TALMA MEDIA TRAINING WORKSHOP**  
**103<sup>rd</sup> National Convention**  
**Milwaukee**  
**Monday, Aug. 29**  
**Wisconsin Center, Room 102, Section D, First Floor**

*(Note: All times are Central time. Schedule subject to change.)*

**8:30 a.m.:** Welcome remarks

**8:45 a.m.:** Best practices for using **The American Legion's Style Guide** *(presented by Matt Grills, American Legion Magazine editor)*

**9:30 a.m.:** How to use texting to communicate with membership *(presented by Arizona District 11 Commander Bobbie Kimelton)*

**10 a.m.:** Best practices for hosting virtual meetings *(presented by Department of Ohio Media, Marketing and Communications Commission Chair Holly Lewis)*

**10:30 a.m.:** Best practices for photography *(presented by Department of Minnesota Communications Director Tim Engstrom)*

**11 a.m. to 1 p.m.:** Break for TALMA luncheon

**1 p.m.:** Remarks from the Charlotte Convention & Visitors Bureau, site of the 2023 National Convention

**1:15 p.m.:** Facebook, part 1: The how and why of starting your post's Facebook page *(presented by Chairman Dave Wallace)*

**1:45 p.m.:** Facebook, part 2: How to create a membership renewal campaign on Facebook *(presented by Department of Iowa 1<sup>st</sup> District Commander Samuel Johnson)*

**2:15 p.m.:** Facebook, part 3: How to use Facebook advertising/promotions to grow membership or donations *(presented by Hollywood Post 43 Commander and Tango Alpha Lima podcast co-host Jeff Daly)*

**2:45 p.m.:** The American Legion's Be the One campaign *(presented by Media & Communications Deputy Director Henry Howard)*

**3:30 p.m.:** Questions and answers

**4 p.m.:** Close

**How to support The American Legion's Be the One campaign** and use the American Legion  
brandmark appropriately (*presented by National Marketing Division Director Kimberly  
Meesters*)