



By Brown.Miller Communications  
 UCLA Luskin Conference Center  
 April 16, 2024

## Agenda

2024 Champion Provider Fellowship Persuasive Narrative Workshop	
9:30 am	Welcome and Introductions
10:00 am – 11:00 am	Overview
	What is a Persuasive Narrative and how does it work?
11:00 am – 12:00 pm	Building Your Persuasive Narrative
	<b>Workshop Exercise 1: What's Your Story?</b> <ul style="list-style-type: none"> <li>• Audience</li> <li>• Desired Outcome</li> <li>• Personal Story based on clinical experience</li> </ul>
12:00 pm – 12:50 pm	Lunch Break
1:00 pm – 3:00 pm	Building Your Persuasive Narrative
	Review and Discuss Personal Stories
	<b>Workshop Exercise 2: Story Development</b> Narrative Story <ul style="list-style-type: none"> <li>• Problem</li> <li>• Resolution</li> <li>• Call to Action</li> </ul>
	Packaging Your Story
3:15 pm – 3:30 pm	Closing & Evaluation
	Next Steps: Meeting on April 30 via Zoom, noon – 1:30 pm