



**GROW
MORE**

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**STAUNTON, VA
APRIL 29, 2025**

9:00-9:30 AM	WELCOME: GOALS AND INTRODUCTION
9:30-10:15 AM	INTRODUCTION TO BEHAVIOR CHANGE AND SOCIAL NORMS
10:15-11:00 AM	MESSAGING TO MIDDLE ADOPTERS
11:00-11:15 AM	BREAK
11:15-12:00 PM	REFRAMING TO FIT TARGET AUDIENCE DECISION MAKING
12:00-12:45 PM	LUNCH
12:45-1:15 PM	FINDING, PREPARING AND MANAGING SPEAKERS
1:15-1:45 PM	IMPACT AND EVALUATION
1:45-2:45 PM	PLANNING SESSION
2:45-3:00 PM	WRAP UP