

**The 14<sup>th</sup> Annual Advanced Mediation Techniques Workshop  
Making Mediation Your Day Job with Dr. Tammy Lenski  
Friday, October 14, 2016**

**AGENDA**

- 8:00 – 8:30     **Registration and Continental Breakfast**  
*Registration- Lobby of Shamblin Theater  
Continental Breakfast - Shamblin Theater*
- 8:30 – 8:45     **Welcome & Announcements**  
*Edward P. Silva, Esq., Rule 31 Listed General Civil Mediator, ADR Commission Chair  
Lipscomb University Institute for Conflict Management Representative*
- 8:45 – 9:15     **Mediation: A Solution in Search of Enough Market** *(lecture)*  
*(.50 hr. general)*     *Dr. Tammy Lenski, Mediator, Teacher, and Author, Peterborough, NH*
- 9:15 – 10:30   **Making Yourself Essential to Your Market**  
*(1.25 hrs. general)* *(lecture, small groups, individual exercises, demo, discussion)*  
*Dr. Tammy Lenski, Mediator, Teacher, and Author, Peterborough, NH*  
Finding untapped markets, selecting target markets, discovering what your market really wants
- 10:30 – 10:45   **Break**
- 10:45 – 12:00   **Demonstrating Your Value to Your Market** *(lecture, individual exercises, discussion)*  
*(1.25 hrs. general)* *Dr. Tammy Lenski, Mediator, Teacher, and Author, Peterborough, NH*  
Identifying your value, framing your value magnetically, selecting your marketing activities
- 12:00 - 12:30   **Lunch**  
*Shamblin Theater*
- 12:30 – 1:30    **Ethics in Marketing Mediation** *(lecture, small groups, discussion)*  
*(1.00 hr. dual)*     *Dr. Tammy Lenski, Mediator, Teacher, and Author, Peterborough, NH*  
*Larry Bridgesmith, Mediator, Attorney, and ADR Commission Member, Nashville, TN*
- 1:30 – 1:45     **Break**
- 1:45 – 2:45     **Taking Your Marketing Online** *(lecture, individual exercises, small groups, discussion)*  
*(1.00 hr. general)* *Dr. Tammy Lenski, Mediator, Teacher, and Author, Peterborough, NH*  
Creating online presence & authority, leveraging your website, organic search, the social media question
- 2:45 – 3:00     **Break**
- 3:00 – 4:00     **The Next 90 Days: Your Action Plan** *(individual exercises, discussion, Q & A)*  
*(1.00 hr. general)* *Dr. Tammy Lenski, Mediator, Teacher, and Author, Peterborough, NH*
- 4:00             **ADJOURN**