

## Western Shinerama Regional Conference

Day 1: July 28th, 2021 4pm-6pm PDT

Day 2: July 29th, 2021 4pm-6pm PDT

	TIME (PDT)	TOPIC
DAY 1	4:00	<b>Housekeeping + CF 101</b> <ul style="list-style-type: none"> <li>Overview of conference schedule</li> <li>Introduce the basics of CF and the impacts of the disease</li> </ul>
	4:30	<b>Guest Speaker-Mikayla Bianchin</b> <ul style="list-style-type: none"> <li>Presentation from a member of the cystic fibrosis community</li> </ul>
	5:00	<b>The Road to Shine Day</b> <ul style="list-style-type: none"> <li>What is a Shine Day?</li> <li>Walk through process of planning a shine day</li> </ul>
DAY 2	4:00	<b>Online Fundraising</b> <ul style="list-style-type: none"> <li>Tools for online fundraising</li> <li>Creative ways to capitalize on online portal</li> </ul>
	4:30	<b>Social Media+Resources</b> <ul style="list-style-type: none"> <li>Reminder of Sharepoint</li> <li>Overview of Western Shinerama Social Media Strategy</li> </ul>
	5:00	<b>Campaign Awareness and Wrap up</b> <ul style="list-style-type: none"> <li>Integrating Campaign into Campus Culture</li> <li>Transition Reports</li> </ul>
	5:30	<b>Brainstorming and general Q&amp;A</b> <ul style="list-style-type: none"> <li>Open session facilitated by the CAs to answer specific questions not addressed in other sessions</li> </ul>

### Questions?

Email Emma Garlock at [west.shine@cysticfibrosis.ca](mailto:west.shine@cysticfibrosis.ca)