

**Please arrive 30 minutes before the start time each day.
Meet time alarms will be pre-programmed into your devices.
Please report to the meeting area when the alarm goes off.**

If you need me between meet-ups, call or text (404) 951-9029

Roles Defined:

HOPE Global Forum Facebook/Twitter/Instagram: Responsible for posting to the HOPE Global Forum account. The Forum accounts cover all of the details and engage heavily with the audience both online and offline

Content Collector: Responsible for taking photos, pulling quotes from speeches, taking videos, etc. The content collector makes sure to capture the event so those who can't attend feel like they're there. Everyone should help the collector gather content.

Content Curator: Responsible for fine-tuning the content for publishing. The curator creates collages out of photos, filters images, adds captions, shortens quotes for Twitter, and acts as quality control for all posts; checking for grammatical errors and image quality. Send edited content to appropriate person.

Rules:

Every photo must have a caption.

All posts should include the hashtag #HGF2016.

Share your content with the other platform publishers

Branding:

- HOPE is in all caps unless talking about John Hope Bryant or using it as a noun.
- Nonprofit is one word, no hyphen.
- "Silver rights" is always in quotes – The Silver Rights Movement is always capitalized.
- FIVE MILLION KIDS Initiative is always all caps, must include the word initiative
- John Hope Bryant's official title is Founder, Chairman and Chief Executive Officer, Operation HOPE; Vice Chairman, U.S. President's Advisory Council on Financial Literacy.

Author of bestselling book, How the Poor Can Save Capitalism: Rebuilding the Path to the Middle Class

Media Partner

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Day 1: Wednesday, January 13th

“Orientation”

- Meet at the Marriot lobby outside volunteer check-in room at 8:00 a.m.
- Join Group Chat (on GroupMe)
- Go over roles and hand out ipads.
- Log in to the corresponding accounts.
- First post together
- Questions & Comments
- Split to go to respective posts.

King Historical District Walking Tour

Volunteer 1: HOPE Global Forum Twitter

Volunteer 2: HOPE Global Forum Facebook

Volunteer 3: HOPE Global Forum Instagram

Volunteer 4: Content Collector (snap pictures, create memes, take videos, and send to other volunteers via GroupMe).

Opening Reception

Volunteer 1: HOPE Global Forum Twitter

Volunteer 2: HOPE Global Forum Facebook

Volunteer 3: HOPE Global Forum Instagram

Volunteer 4: Content Collector

Volunteer 5: Content Curator

At the end of your shift, report to me to return devices and log out of accounts.

Day 2: Thursday, January 14th

“Orientation”

- Meet outside the “volunteer check-in room” at the Atlanta Marriott Marquis lobby at 8:00 a.m.
- Go over roles and hand out devices.
- You will already be logged in to the corresponding accounts.
- Review first social media post together.
- Questions & comments.
- Split and go to respective locations.

General Sessions (8:30 am -10:30 am)

Volunteer 1: HOPE Global Forum Twitter
Volunteer 2: HOPE Global Forum Facebook
Volunteer 3: HOPE Global Forum Instagram
Volunteer 4: Operation HOPE HQ Twitter
Volunteer 5: Operation HOPE HQ Facebook
Volunteer 6: Operation HOPE HQ Instagram
Volunteer 7: Content Collector
Volunteer 8: Content Curator
Volunteer 9: HOPE Connect
Volunteer 10: HOPE Connect

Breakout Sessions (10:30 am -11:30 am)

Athletes Giving Back: Citizen Athletes In Action

Speaker 1: Dikembe Mutombo, NBA Hall of Famer

Speaker 2: Michael Clayton, NFL Super Bowl Champion

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Transformative Technology: What Drives Disruptors?

Speaker 1: Yobie Benjamin, Rev Worldwide

Speaker 2: Fred Margolin, Robokind

Speaker 3: James Felton Keith, Accrue.com

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Reimagining The Urban Ecosystem: What's New, What's Working?

Speaker 1: Tishaura O. Jones, Treasurer, City of St. Louis

Speaker 2: Tameka Montgomery, U.S. Small Business Administration

Speaker 3: Michael Tompkins, Co-CEO, PALM Health

Speaker 4: Sameera Fazili, Federal Reserve Bank of Atlanta

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

The Social Entrepreneur: Capitalism With A Conscience

Speaker 1: Kat Cole, FOCUS Brands

Speaker 2: Les Biller, Harborview Capital

Speaker 3: Irene Chang Britt, DNKN Board of Directors

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

The New Global Economy: Opportunities In Developing Markets

Speaker 1: Honorable Charles Shapiro, World Affairs Council of Atlanta

Speaker 2: Jan Rieländer, Organisation for OECD

Speaker 3: Dr. Uyi Stewart, IBM Africa

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Creating Connections: Taking Risks Through Vulnerability

Speaker 1: Corey Michael Blake, Round Table Companies

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Working Group Sessions (1:00 pm -3:00 pm)

Environmental Sustainability: Sizing The Green Economy

Speaker 1: Laura Turner Seydel, Captain Planet Foundation

Speaker 2: Dr. Michael Dorsey, Joint Center for Political and Economic Studies

Speaker 3: Heather Holland, TransCanada

Speaker 4: Stephen M. Ryan, McDermott, Will & Emery LLP

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Future Of Fin Tech: Disruption or Reimagination?

Speaker 1: Sonny Hashmi, Box Inc.

Speaker 2: Shin Inoue, ForUsAll

Speaker 3: Richard Fouts, Razorfish Global

Speaker 4: Dave Matthews, National Restaurant Counsel

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

The Minority & Women Business Challenge: Creating Sustainable Growth

Speaker 1: Rodney Hood, JPMorgan Chase & Co.

Speaker 2: Joann Hill, U.S. Department of Commerce, MBDA

Speaker 3: Dia Simms, Ciroc Vodka & Innovations, Combs Wine & Spirits

Speaker 4: Mina Collins, The Mina Collins Show

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Accessing Capital: Breakthrough Strategies

Speaker 1: Julius Robinson, MUFG Union Bank

Speaker 2: Jamail Larkins, Ascension Aviation, LLC

Speaker 3: Ted Roth, Capital Partners

Speaker 4: Cassius Butts, U.S. Small Business Association

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Global Youth Unemployment: Unrest Around The World

Speaker 1: Ambassador (Dr.) Robin Renee Sanders, FEEEDS Advocacy Initiative & FE3DS, LLC

Speaker 2: Carol Guthrie, Organisation for Economic Co-operation and Development

Speaker 3: Cas Coovadia, The Banking Association of South Africa

Speaker 4: Amr Ahmed Banaja, SEDCO Holding

Speaker 5: Sean Brazier, McKinsey & Co.

Volunteers: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

General Sessions (3:00 p.m.)

Volunteer 1: HOPE Global Forum Twitter

Volunteer 2: HOPE Global Forum Facebook

Volunteer 3: HOPE Global Forum Instagram

Volunteer 4: Operation HOPE HQ Twitter

Volunteer 5: Operation HOPE HQ Facebook

Volunteer 6: Operation HOPE HQ Instagram

Volunteer 7: Content Collector

Volunteer 8: Content Curator

Volunteer 9: HOPE Connect

Volunteer 10: HOPE Connect

At the end of your shift, report to me to return devices and log out of accounts

Day 3: Friday, January 15th

“Orientation”

- Meet outside the “volunteer check-in room” at the Atlanta Marriott Marquis lobby at 8:00 a.m.
- Go over roles and hand out devices.
- You will already be logged in to the corresponding accounts.
- Review first social media post together.
- Questions & comments.
- Split and go to respective locations.

General Session (8:30 am -10:30 am)

Volunteer 1: HOPE Global Forum Twitter
Volunteer 2: HOPE Global Forum Facebook
Volunteer 3: HOPE Global Forum Instagram
Volunteer 4: Operation HOPE HQ Twitter
Volunteer 5: Operation HOPE HQ Facebook
Volunteer 6: Operation HOPE HQ Instagram
Volunteer 7: Content Collector
Volunteer 8: Content Curator
Volunteer 9: HOPE Connect
Volunteer 10: HOPE Connect

Breakout Sessions (10:30 am -11:30 am)

Volunteer 1: HOPE Global Forum Twitter
Volunteer 2: HOPE Global Forum Facebook
Volunteer 3: HOPE Global Forum Instagram
Volunteer 4: Operation HOPE HQ Twitter
Volunteer 5: Operation HOPE HQ Facebook
Volunteer 6: Operation HOPE HQ Instagram
Volunteer 7: Content Collector
Volunteer 8: Content Curator
Volunteer 9: HOPE Connect
Volunteer 10: HOPE Connect

Working Group Sessions (1:00 pm -3:00 pm)

Credit Where Credit Is Due: Accessing Credit, Transforming Communities

Speaker 1: Sally Taylor-Shoff, FICO

Speaker 2: Reginald Maisonneuve, My1000Points

Speaker 3: Lucy LaVoullé, 700 Credit Score Communities Graduate, HOPE

Speaker 4: Christopher Honenberger, ClearPoint Credit Counseling

Volunteer 1: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Protecting Our Protectors: Reintroducing Military Personnel Into The Workforce

Speaker 1: Major General Devid R. Bockel, United States Army (Retired)

Speaker 2: Ditu Kasuyi, Kasuryi and Associates

Speaker 3: Jean-Michel Giraud, Friendship Place

Volunteer 2: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

The Business Of Healthy: Designing The Total Wellness Model

Speaker 1: Dr. Regina Benjamin, MD, MBA, Kaiser Foundation Hospitals and Health Plan Boards of Directors

Speaker 2: Jade Wood, Gallup

Speaker 3: Reginald Tucker-Seeley, Assistant Professor, Department of Social and Behavioral Sciences

Volunteer 3: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

The Age Of Longevity: Global Aging And Financial Inclusion

Speaker 1: Drew Holzapfel, High Lantern Group

Speaker 2: Mike Hodin, Global Coalition on Aging

Speaker 3: George Vradenburg, USAgainstAlzheimer's

Speaker 4: J. Jioni Palmer, Social Security Administration

Volunteer 4: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

Women & Girls Entrepreneurship: Removing Barriers To Progress & Scaling Success

Speaker 1: Jennifer Keitt, The Jennifer Keitt Show

Speaker 2: Alexia M., HOPE Business in a Box Academies Student, Operation HOPE

Volunteer 5: Post speaker quotes, captioned pictures, pose questions, and drive engagement to assigned HOPE Global Forum account.

General Session (3:00 pm)

Volunteer 1: HOPE Global Forum Twitter

Volunteer 2: HOPE Global Forum Facebook

Volunteer 3: HOPE Global Forum Instagram

Volunteer 4: Content Collector

Volunteer 5: Content Curator

At the end of your shift, report to me to return devices and log out of accounts.