

**MAKE A COPY BEFORE EDITING****Session Format: 2.5 Hour Tutorial with 2 Panels****Session Details**

[Session Title + Description]

[Session Date + Time]

[Session Moderator + Speakers]

**Session Goals**

- [Ex 1 Help companies find a point of entry, no regrets actions in (this space) and move from info to action]
- [Ex 2 Demystifying (topic/process/policy) and highlight the opportunities for progress ]
- [Ex 3 Clarifying the connections and efficiencies between this topic and climate plans]

**Run of Show**

Activity	Duration (in minutes)	Clock Time
Welcome + Overview + Icebreaker	15	HH:MM
Panel 1: [Placeholder for Focus]	30	HH:MM
Roundtable Discussion	10	HH:MM
BREAK	10	
Panel 2: [Placeholder for Focus]	30	HH:MM
Workshop	40	HH:MM
Take-aways + Closing	15	HH:MM

**PART ONE: Overview + 2 Panels**

- 15 min — **Welcoming Remarks** - Emcee
  - Introduction to the current state of play and challenge
  - Overview of the day's agenda
  - Icebreaker
    - 3 words that come to mind when you say "[topic of workshop]"
    - Popcorn around the table, emcee calls up popular words (who else had that word?)
- 30 min — **Panel 1:** [Placeholder for Focus]

[Placeholder for questions from the moderator and perspective from the panelists]

- 10 min — **Roundtable discussion - turn to a neighbor**
  - Talk to a person you didn't in the icebreaker
  - Share one "a-ha" moment
  - Bonus: Share one question that has been raised for you (could be a question you came in with or a new one)
- **10 min - BREAK AND NETWORKING**
- 30 min — **Panel 2:** [Placeholder for Focus]

[Placeholder for questions from the moderator and perspective from the panelists]

## **PART TWO: Workshop**

- 40 min - Workshop - Emcee facilitates
  - Overview and Instructions
- 15 min - Takeaways and Close
  - Share highlights from the tables

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### **Workshop Example**

*Title: Sporting a Circular Look*

Scenario:

You're part of a major clothing retailer that sells school merch on college campuses around the Chicago area. Your cotton supplier has become increasingly less reliable which is prompting you to pursue circular principles in your manufacturing process. A few ideas circulating include buying from a new fabrics manufacturer that uses plastic waste collected at Wrigley Field and introducing more "Frankenstyle" designs combining fabrics from sewing waste. Your first launch will be at Northwestern University.

Activity:

Work with your table to deliver the following, drawing on insights from the first panel's discussions on authentic consumer engagement and the second panel's conversation on effective cross-team collaboration principles:

- Choose a circular principle you're going to pursue
- Put together a stakeholder map of who to include in this transition
- Select 3 of those key stakeholders and craft the business angle you'll use to get them onboard
- Bonus: Draft some of the corresponding collateral you'll use as part of the product launch: social media posts, promotional materials, partnerships with local organizations or influencers