



**FAIR TRADE  
CAMPAIGNS**

# FAIR TRADE CAMPAIGNS **MID ATLANTIC REGIONAL CONFERENCE**

**Benjamin's Desk  
PHILADELPHIA, PA**

## **AGENDA – Saturday, September 24**

<b>10:00 – 10:30 AM</b>	<b>Registration &amp; Coffee Social</b>
<b>10:30 – 11:00 AM</b>	<b>Welcome</b>
<b>11:00 – 12:00 AM</b>	<b>Opening Keynote</b>
<b>12:00 PM</b>	<b>Coffee Break</b>
<b>12:15 – 1:00 PM</b>	<b>Workshops</b> Engaging Decision Makers Sustainable Leadership
<b>1:00 – 2:00 PM</b>	<b>Lunch &amp; Awards Ceremony</b>
<b>2:00 – 2:45 PM</b>	<b>Workshops</b> Now What? Maintaining Momentum Post-Declaration Customizing Your Campaign
<b>2:45 PM</b>	<b>Coffee Break</b>
<b>3:00 – 3:30 PM</b>	<b>Campaign Case Studies</b>
<b>3:30 – 4:45 PM</b>	<b>Panel Discussion: The Power of Fair Trade</b>
<b>4:45 – 5:00 PM</b>	<b>Closing</b>
<b>5:00 – 5:30 PM</b>	<b>Ice Cream Social</b>