

# ACTIVATE

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## 2023 PROGRAM AGENDA SESSION DETAILS

ACTIVATE is sponsored by

**CUPE**

Canadian Union  
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## KEYNOTE SPEAKERS:

### JOSE NUNEZ

**The Future of Digital Organizing:  
Prioritizing People Power Amidst  
AI Advancement**

During the American 2020 presidential campaign he was the Director of Digital Organizing for Biden for President where he developed, directed, and managed the largest grassroots organizing program in electoral history including recruiting over 200,000 volunteers, driving 136 million phone calls, 334 million peer-to-peer texts, 15,000 events, and 200,000 conversations across relationship organizing platforms.



**Organizing Director - Democratic  
National Committee**



### LATOIA JONES

LaToia A. Jones is an organizer, community activist, and national strategist. LaToia currently serves as the Senior Vice President of Government Affairs & Political Partners at Hustle a progressive digital peer-to-peer communications company. In her role, she's responsible for developing and implementing strategies that enhance Hustles' image, influence, and engagement in the Labor, Political, and Legislative space.

**SVP - Government Affairs &  
Political Partners at Hustle**

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## KEYNOTE SPEAKERS:

### SARA EL-AMINE

#### **Harnessing Collective Culture for Transformative Movements**

Sara El-Amine PhD (hc) is a progressive senior strategist who was one of the architects of the Obama grassroots movement, playing key roles outside the US White House to pass and implement healthcare reform, minimum wage, marriage equality, gun violence prevention, climate protections, and more during President Obama's two terms in office. Post-Obama administration, she founded the Change.org Global Foundation and went on to build the advocacy arm of Mark Zuckerberg and Priscilla Chan's new social impact effort, the Chan Zuckerberg Initiative.

She is currently Head of Public Engagement at Lyft. She is proudly Lebanese-American and Muslim-American, and was raised in the US, Spain, and Lebanon. Sara is the mom of a 3 year old, and lives in Oakland, CA with her Community Organizer husband, where they throw frequent theme parties of historic proportions in their spare time.



**Head of Public  
Engagement at Lyft**



### TATENDA MUSAPATIKE

#### **Harnessing Collective Culture for Transformative Movements**

Tatenda Musapatike is a new media professional based in DC. She has experience managing digital programs using a variety of content management systems including WordPress, Salsa, and Convio. After earning her Masters in Public Administration from American University, Tatenda has focused her career on growing online communities and project management for advocacy organizations. Tatenda is also an avid runner and yogi who loves reading about fashion and organized crime.

**Founder and CEO at Voter  
Formation Project**

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## TAKE THE STAGE

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Activate is all about community and peer-learning; We invite you to play an active role in shaping the agenda.

Here are a few ways to engage and take the stage to make the most of our gathering:

### Marketplace of Ideas

These fast paced 90 second presentations allow you to introduce yourself and your projects to the gathering. This is your chance to pitch an idea or make that ask. Creativity and passion are encouraged. Sign up for Marketplace in the lodge once we're at Hollyhock.

### Peer Coaching Circles:

We gather in small groups of 5 for these interactive problem solving sessions. Each person can share a challenge and receive supportive peer reflection.

### FAIL! Night:

An Activate classic! Take the stage to share your f-up story and lessons learned! Fail stories can be 2 - 5 minutes. Email [abbey@hollyhock.ca](mailto:abbey@hollyhock.ca) to sign up to present!

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## TAKE THE STAGE

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### One-on-Ones

20-30 minute sessions that participants can book to seek advice, wisdom, and direction in their work from peers. [Sign up to be a One-on-One advisor](#)

### Roundtables

Is there a topic that's missing from the Activate agenda that you need to talk through with this crew? We encourage you to actively build your own session! [Sign up to host](#) a casual, unstructured conversation with your fellow participants. Whoever shows up for the conversation are the right people there, and people are welcome to pop in and out.

### Pods

An opportunity to connect more deeply with a mini-cohort and reflect on your learning. We'll have Pod Time every day.



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## WORKSHOP PRESENTERS

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LEAH BAE

The Burnout Project

### Preventing Burnout

Learn how to prevent yourself from burning out. You'll walk away from this workshop with an understanding and awareness of how burnout shows up in your own life, and be equipped with useful tools to prevent it going forward.



DANIELLA BARRETO

Amnesty International Canada

### Podcasting for Social Impact

Podcasting is a sophisticated digital engagement tool that most non-profits and social impact organizations have yet to discover. A well-produced podcast can provide hundreds to thousands of hours of engaged direct-to-audience contact that social media, blogs, or ads could never do. Here you'll learn about Amnesty Canada's podcast project, Rights Back At You. We'll dive into its outcomes, successes, and challenges and how it fits into the organization's overall goals. You'll leave with an appreciation for audio as a tool for genuine connection with your supporters and building an audience. We'll also brainstorm some ideas for potential podcasting projects of your own!



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## WORKSHOP PRESENTERS

OLIVER PARÉ

OPS

### Progressive Messaging for Affordability Crises

The populist right has stormed to victories across Canada and the globe, with the promise that they will shake things up with the establishment and make life more affordable. Meanwhile, the left has traditionally struggled to message on how progressive politics alleviate cost of living concerns. With affordability at the top of nearly every issue poll, how can progressive campaigns meet voters where they are? Drawing on examples from Canada, the United States and Europe, this workshop will explore how the "big ideas" of the left can be boiled down to straight-forward pocketbook arguments in an age of affordability crises.



VIDYUT GHUWALEWALA

Social Currant

### Influencer Marketing 101

Now more than ever it's critical that we diversify ways in which organizations reach their target audiences. This, in part, must mean rethinking our content production efforts that prioritizes our target audience. In the past election cycle, we learned that working with creators is the best for progressives to accomplish this goal. Join us as we break influencer marketing in the political advocacy space down and explore how you can run your own campaigns!



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## WORKSHOP PRESENTERS

ALEX MCGOWAN

Sword Fern Digital

### Managing Discord About Discord:

Community Technology and Change Management

Lessons from the campaign managers of OneCity Vancouver's 2022 campaign In Summer 2022, OneCity switched from Slack to Discord. Learn about what went right, and what went wrong. Stories of, and our lessons from: candidate revolts, leaked screenshots, intergenerational differences in community-building, the role of AI & bots, and how field objectives can be supported.



TIM CHU

Metric

### Behind the Curtain: How government decisions are actually made.

"We've had 6,000 supporters send emails to the Premier. Does that really make a difference?"

"Does it make sense to start an online action the day before Budget Day?"

If you've asked yourself these types of questions, then this session is for you.

Knowing how the government operates allows you to put pressure on the right people at the right time. So let's take a peek behind the curtain of government decision making. Presented by someone who is currently banned from lobbying the BC government, because he has too much information in his head, this session will be in a "game-show" format. It's more fun that way. Big money! Big money!





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## WORKSHOP PRESENTERS

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SARA EL-AMINE

Lyft



### **The Neuroscience of Persuasion: Using Somatics to Identify Shared Values**

To counter society's default divisiveness, Sara asks the question: how can we persuade others while simultaneously fostering community? Effective persuasion is an art form that is based on building connections with others and finding common values to work across differences. In this workshop, Sara will explain how understanding our bodies, our nervous system, and our stress responses are imperative for effective communication and conflict resolution.

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## WORKSHOP PRESENTERS

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MACK HARDY & JENN CHRISTENSON

Affinity Bridge



### **Empathy by Design: Tips, Strategies, and Tools for Creating More Meaningful and Effective Digital Engagement**

**Affinity Bridge**

In the digital age, where online interactions have become a primary means of communication, cultivating empathy is crucial for building meaningful connections and creating impactful digital experiences. This presentation is specifically tailored to equip participants with practical insights and techniques to foster empathy in their digital interactions. Key takeaways from the presentation will include: Recognize the importance of empathy in the context of digital engagement. Understand how empathy impacts user experience and online relationships. Learn practical strategies for incorporating empathy into digital design and interactions. Explore tools and techniques for enhancing empathy in online communication. Discover ways to foster trust, authenticity, and emotional connection in digital spaces. Acquire a toolkit of resources for designing and nurturing empathy in digital interactions. Join Affinity Bridge Founder & CEO Mack Hardy, and Creative Director Jenn Christenson, to discover how to use empathy to create more meaningful and effective engagement in the digital landscape.