

	Foundations	Intermediate	Advanced
Packages:	This is a half-day comprehensive Introductory workshop.	This is a 1-day comprehensive Intermediate workshop.	This is a 3-day (6 hours per day) Comprehensive Intensive workshop.
Attendees:	Minimum of 3 Maximum of 6*	Minimum of 3 Maximum of 10*	Minimum of 3 Maximum of 15*
Features:	An introduction to 4 foundational consciousness-raising concepts	Everything in Foundations	Everything in Foundations
	<input checked="" type="checkbox"/>	An introduction to 1 additional consciousness-raising concept at CMC, LLC discretion	2 additional consciousness-raising concepts
	<input checked="" type="checkbox"/>	An introduction to 1 customized concept of the organization's choice	2 customized concepts of the organization's choice
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1 Consciousness Indicators Inventory Website Review (CII Review) per organization
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Option: In lieu of covering 2 customized topics, an organization can opt to utilize 3 hours of the 3rd day of the training to "workshop" a messaging concept. Clients will get immediate consultation on it from the CMC, LLC facilitator.
	4 Consciousness-raising Concepts in total	6 Consciousness-raising Concepts in total	8 Consciousness-raising Concepts in total



Workshops can be customized to fit an organization's needs and particular trouble spots and areas of concern. This price sheet/package description is a general snapshot of CMC, LLC's workshop offerings.

The beginning workshop topics are foundational and are prerequisite before advanced training can begin. The organization has more flexibility in choosing topics to be covered in the Intermediate and Advanced packages. **All package contents are subject to change as CMC, LLC deems necessary for the provision of outstanding content and service.**

About the Foundations Package:

This package is designed to introduce thought-leadership and conscious considerations that will help beginner professional content creators develop skills that demonstrate **Conscious-Concern®** for accuracy in narratives and representations. *

This 4-hour workshop covers several common mistakes that can make content problematic, frequently cause offense, tarnish a brand's image, and erode consumers' trust.

Participants will receive:

An introduction to 4 foundational consciousness-raising concepts that are integral to understanding how to avoid cultural "mis-steps" including false narratives, misrepresentations and inappropriate symbolism that frequently presents in content that is deemed to be offensive.

Organizations and entry level content creators will find this workshop a must-have because it helps them expand their lenses to begin to identify Social Justice, Diversity, Equity, and Inclusion (DEI) indicators as they relate to dismantling historically false narratives and misrepresentations that frequently and subconsciously present in content.

Upon completion of this interactive, thought-provoking workshop, participants will have gained foundational knowledge necessary to begin to recognize biases in messaging-creation and be able to recognize them in the content analysis stage.

About the Intermediate Package:

This package is designed to support an organization's internal abilities to recognize problematic patterns, themes, and other conscious considerations when creating socially responsible messaging.

This 8-hour workshop covers several common mistakes that can make content problematic, frequently cause offense, tarnish a brand's image, and erode consumers' trust.

Participants will receive:

An introduction to two additional consciousness-raising concepts that are integral to understanding how to avoid cultural "mis-steps" which are often the result of offensive false narratives, misrepresentations and inappropriate symbolism that frequently present in content.

As well, participants will receive **one customized introductory session** on how media has impacted and

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influenced their industry. They will explore how conscious and subconscious biases present in professions and in content produced from and/or for their industry.

Content creators/Organizations will find this interactive workshop extremely valuable because it helps them identify and gain skills necessary for effective thought leadership as it relates to content creation and analysis for a general and specific audience.

This interactive workshop will further support the abilities of an organization to elevate their internal content vetting process with competent-consciousness so that they can create socially responsible messages across a spectrum of audiences and avoid causing unintended offense.

About the Advanced Package:

Our most comprehensive package designed to expand and strengthen a content creator and an organization's internal abilities to recognize pitfalls in the construction of narratives and representations, so that the organization has mastered the concept of conscious-concern© and can demonstrate that knowledge to vet its content/messaging rigorously.

The 3-day workshop of 6 hours per day covers everything included in the Foundations and Intermediate courses and expands on them.

Participants will receive:

An introduction to two additional consciousness-raising concepts to consider for effective content creation and analysis.

This package also centers discussion on the roles and responsibilities of thought-leadership and thought-partnership as they relate to Conscious Content/Media **sponsorship** and **promotion**.

As well, participants will receive **two customized introductory sessions** on how media has impacted and influenced their industry. They will explore how conscious and subconscious biases present in professions and in content produced from and/or for their industry.

Option:

In lieu of covering 2 customized topics, an organization can opt to utilize the 3 hours of the 3rd day of the training to "workshop" a messaging concept. Clients will get immediate consultation on it from the CMC, LLC facilitator.

Organizations will find this interactive workshop extremely valuable because it will cover a wide range of content creation topics, increase content creators' knowledge, comfort, and abilities for effective thought leadership as it relates to assessing concepts and audiences, historical narratives and representations, content creation and analysis.

**Conscious-Concern© is a term that is defined in CMC, LLC's exclusive Media Consciousness Quadrant© that will be covered in different aspects in all workshops.*