



THE ACADEMY

A  PROJECT

FOSTER SYMPOSIUM PROGRAM GUIDE

WHAT WE DO

Our lineup of nonprofit experts shares their secrets of success in copywriting, photography, and adoption events in a 3-4 hour program at your venue.

Events are followed by informal networking parties on-site or at a nearby restaurant.

WHY WE DO IT

Our educational offerings have been curated to empower communities with proven techniques and know-how to save more lives.

By helping attendees focus their compassion, we add value to the cause, the individual, and the community as a whole.

WHO IT'S FOR

Cat lovers who want to do more, seasoned welfare workers, and everyone in between will find something to cheer about.

We take pride in providing an occasion for big-hearted people to convene and get better at doing what they love.

Content is appropriate for all ages.

HOW IT WORKS

After agreeing on a time, date, and particulars (next page), we provide advertising materials and team up with you to fill seats.

On the day of the event, we arrive 1 hour+ before the presentations begin to set up chairs, tables, food, and tech.

Afterward, our team loads out and stays to help clean up. Everyone high-fives and moves on to the networking afterparty.



Symposium @ Burke Centre Library, August 2018

FREE FOR ALL

Because we prefer attendees' money go to their rescue efforts, these sessions are free of charge.



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WE PROVIDE

- Presenters
- Laptop & HDMI cable
- Goodies for attendees
- Literature
- Marketing materials
- Advertising

YOU PROVIDE

- Monitor or projector & screen
- Tables & chairs
- Space reserved for 5-6 hours
- Advertising

NEGOTIABLE

- Catering arrangements
- Registration platform
- Fundraising options
- Event extras
- Travel for sessions outside the DC area

2018 LINEUP



I Love You, Now Get Out of My House: a Foster's Guide to Creative Eviction

with Julia Grosz of Cat Hustler
www.cathustler.com



Smartphone Savvy Cat Portraiture: Tips and Techniques for Purrfect Pix

with Deb Cobb of the Shelter Art Foundation
www.deb Cobb.com



Getting Your Foster Noticed at Adoption Fairs (Even if it's Wall-to-Wall Kittens)

with Stefanie Sacripante of NoVa Cats Advocacy
www.novacats.org

OUR MODEL

The hosting venue is welcome to use this program as a fundraiser with the agreement that Cat Hustler receives 15% of the proceeds. The program is otherwise gratis and speakers do not solicit donations.

We enjoy having cats on-site and, with the venue's approval, invite attendees to bring theirs. It's fun, memorable, and far less chaotic than it sounds. Details available on request.

ABOUT CAT HUSTLER

Cat Hustler is a 501(c)(3) nonprofit that teaches shelters and rescues how to increase cat adoptions through enhanced marketing on social media platforms.

The Academy is our project for community-building educational events (like these symposiums). Each is designed to encourage action, collaboration, and the spread of life-saving ideas.

LET'S TALK

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  /cathustler