

Detailed Bus Agenda: **North East Route to Daytona Beach**

Time	Location/Directions	Possible Activities	Parking/Comments
9:30 a.m.- 11:00 a.m.	SR 528 East to I-4; I-4 East to Atlantic Ave.; Left on Atlantic Ave; Left on Earl	Session 1: Stand and Deliver; SWAT's key messages; create street marketing materials Facilitators: Brandon Nelson, Mario Jiwani, Steven Pate	Supplies Needed on Bus: <ul style="list-style-type: none"> • Posterboard • Markers • Toilet paper • Sticky pads • Zip ties • Zines and Flyers • Hanging sheet • Duct Tape • Key Messages Palm Cards
11:00 a.m.- 12:00 p.m.	Daytona Beach Boardwalk/Beach Area 101 N. Atlantic Ave Daytona Beach, FL	<ul style="list-style-type: none"> • Sand Angels • Poster board/sandwich board messages • chalk and awe • hang sheets on overpass/parking garages • toilet paper • flyers and zines (Rodeo) 	Parking at Calvary Baptist Church on the corner of Earl and Peninsula Dr.
12:00-12:30 p.m.	On Boardwalk	LUNCH	
12:30p.m.- 12:45p.m.	Atlantic Ave south to Int'l Speedway Blvd.; Right on Int'l Speedway Blvd	Session 2: Join the Hunt- how to recruit and retain activists Facilitators: Kim Doerner, Erin Daniel, Micheline Slater	Supplies Needed on Bus: <ul style="list-style-type: none"> • shirts • toilet paper • zines, flyers • hanging sheet • flyers for cars • Posters/posterboard • Markers • Duct tape
12:45-1:30	Volusia Mall & Theaters	<ul style="list-style-type: none"> • Flyers, zines 	Parking at the south entrance/food court entrance;

p.m.	1700 W. Int'l Speedway Blvd., Daytona Beach	<ul style="list-style-type: none"> • toilet paper swap • Shirt messages • instant death • Holding Posters by Street 	parking also at north side entrance to Burdines
1:30 p.m.-2:15 p.m.	Drive West on Int'l Speedway Blvd until it merges with I-4 West; continue on I-4 west to exit #98 which is Lk. Mary Blvd. Shopping Centers are on right	<p>Session 3: Guerrilla Marketing; create additional street marketing materials</p> <p>Facilitators: Yewande Alimi, Josh Criswell, Steven Pate</p>	<p>Items Needed on Bus:</p> <ul style="list-style-type: none"> • Sticky notes • Flyers for cars • Posterboard • Markers • Popsicle stick crosses • chalk
2:15-3:00 p.m.	PM Regional Sales 250 Int'l Parkway Heathrow, FL	<ul style="list-style-type: none"> • Rally, road signs • posters • chalk-n-awe • popsicle stick display 	Park at one of two shopping centers across from Office Buildings—Shoppes at Oakmont Colonial Center Shops
3:15p.m.-4:00p.m.	I-4 West to Amelia St. Exit on Amelia and continue to front entrance of TD Waterhouse Center	<p>Prep/Instructions for SWAT commercial filming</p> <p>Facilitators: Kim Doerner, Michiline Slater</p>	
4:00	TD Waterhouse Center 600 W. Amelia St. Orlando, FL	Grande Finale —Shooting commercial in downtown Orlando	
			This includes mileage back to hotel from TD Waterhouse Center.