

# HERO TRAINING

BY THE HARRY POTTER ALLIANCE

The Harry Potter Alliance has been training new and experienced leaders alike for over a decade, and you won't find training quite like ours anywhere else. We'd love to be a part of your group's journey!

## WORKSHOPS

- ⚡ FAN ACTIVISM 101 - Learn how to turn fans into heroes by igniting pop culture passion.
  - ⚡ FAN ACTIVISM FOR ORGANIZERS - Pop culture is a powerful tool, and we want to add it to your organizing tool box.
  - ⚡ FACILITATION 101 - You're not just born with it – with practice and some tried and tested tricks, you can up your facilitation game.
  - ⚡ CAMPAIGN PLANNING 101 - We've successfully campaigned for everything from fair trade chocolate to net neutrality, and we'll share our best tips and tricks with you.
  - ⚡ ALLYSHIP 101 - What it means to be an ally, and how to become an even better one.
  - ⚡ CHALLENGING CONVERSATIONS - A guide to talking with friends, families, and coworkers about difficult topics.
  - ⚡ VOLUNTEER MANAGEMENT - We've built international programs on the dedication of hundreds of volunteer staff.
- Don't see what you're looking for? Let's talk about your goals and create something just for you.*

## FULL DAY EXPERIENCES

Bring a one-of-a-kind experience to your team. We'll craft a full day program that will leave your group ready to get out there and get to work.

For students, consider our traveling Hero Training Academy, an immersive experience designed to feel like a hero training center for our own world.

## BOOK NOW

Contact Janae Phillips  
[janae@thehpalliance.org](mailto:janae@thehpalliance.org)  
520-477-1472



# SPEAKERS



## **MATT MAGGIACOMO, EXECUTIVE DIRECTOR**

In 2005, Matt accidentally fell down the rabbit hole of Harry Potter fandom and hasn't emerged since. After spending five years touring the United States, Canada, and Europe with his wizard rock band, The Whomping Willows, Matt landed his first job at the Harry Potter Alliance in 2013. As the HPA's first Chapters Director, Matt fostered the creation of Granger Leadership Academy and led the expansion of HPA Chapters across six continents. His greatest accomplishments as Executive Director include hiring Janae Phillips and Katie Bowers, pictured below. Matt vaguely remembers earning a B.A. in English from UMASS-Amherst in 2001.



## **JANAE PHILLIPS, DIRECTOR OF LEADERSHIP AND EDUCATION**

In her ten years as a program designer and community organizer Janae has been a passionate advocate for creating more playful, engaging leadership training. She manages the HPA's chapters program, which spans six continents, is the architect behind their immersive story-based leadership retreat, and is their lead curriculum writer. Janae holds a B.S. in Family Studies and Human Development, concentration in Leadership Studies and Practice, and an M.S. in Educational Technology.



## **KATIE BOWERS, CAMPAIGNS DIRECTOR**

As the Campaigns Director for the Harry Potter Alliance, Katie Bowers has organized thousands of fans across the globe to make a difference on gender equity, LGBTQ+ rights, literacy, access to education, and more. An avid reader with a desire to do good, Katie has been integrating her love of pop culture and social justice through youth organizing initiatives and experiential education since 2005. Katie holds a B.S. in Developmental Sociology from Cornell University and an M.S.W. from Hunter College.