



Program Agenda DRAFT

Saturday, February 17, 2018

- 7:30am **Registration Opens**
- 8:00-9:15am **Women of Color in Pennsylvania Politics Breakfast**
This session kicks-off the campaign-training program with a panel of experts and practitioners that targets issues of particular interest to women of color considering a run for political office.
- 9:30am **Welcome and Opening Keynote**
- 10:30-10:45am **Break**
- 10:45-12:00pm ***Option 1: Developing a Campaign Plan***
Description:
This session provides an overview of the key elements of a campaign, including establishing oneself as a candidate, developing a campaign plan, and launching the campaign.
- Option 2: Getting Started in your Community***
Description:
This session provides an overview of *why* it is important to engage your community and *how* to engage your community in an effort to lay the groundwork for public service.

- 12:15-2:00pm **Conquering the Camera:
An Interactive Media Training**
Description:
This session is an interactive media training workshop and topics include: tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message, and public speaking techniques.
- 2:00-2:15pm **Break**
- 2:15-3:30pm ***Option 1: Navigating Pennsylvania’s Political Parties***
Description:
This session highlights the power dynamics of party organizations, such as: building relationships with party operatives and gaining the party’s support as well as how to respond when the party organization is not supportive.
- Option 2: Asian Pacific American Women in Pennsylvania Politics***
Description:
A panel of experts and practitioners that targets issues of particular interest to Asian Pacific American women considering a run for political office.
- 3:45-5:00pm **Luncheon Plenary: Fundraising 101**
Description:
Fundraising is one of the most crucial aspects of a campaign. This interactive workshop covers key components of campaign fundraising, including special emphasis on understanding why people give and the in-person “ask.” The session will also address developing a strategy for your campaign, building a donor list, recruiting and motivating a Finance Committee, and special events.
- 5:00pm **Closing Remarks**