Program Agenda

Saturday, January 30, 2016

8:00am  Registration Opens

8:30-9:30am  Welcome and Opening Keynote

9:30-9:45am  Break

9:45-11:45am  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.

11:45-2:00pm  Luncheon Plenary: 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
2:15-4:15pm  **Fundraising Basics**  
**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.

4:15-5:45pm  
**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: Women of Color in Pennsylvania Politics**  
**Description:**  
This session targets issues of particular interest to women of color considering a run for office.

5:45pm  
**Closing Remarks**