



## Program Agenda DRAFT

**Track 1: I'm Ready to Run...**

**Track 2: Getting Started...**

**Saturday, January 27, 2018**

7:45am	<b>Registration Opens</b>
8:30am	<b>Welcome</b>
8:45am	<b>Opening Keynote</b> <i>Celinda Lake, Lake Research Partners</i>
10:15-10:30am	Networking Break
10:30-12:00pm	<b>Track 1: Developing a Campaign Plan</b> <u>Description:</u> 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.
	<b>Track 2: Getting Started: What You Need to Know</b> <u>Description:</u> This session provides an overview of key elements one should consider and know before making a decision to run for public

office. Personal and professional considerations will be brought forward as well as how best to get to know your district.

12:15-1:45pm

### **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.

1:45-2:00pm

Networking Break

2:00-3:30pm

### **Track 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.

### **Track 2: Next Steps: Engaging 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.

3:30-3:45pm

Networking Break

3:45-5:15pm

### **Political Communications 101: 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.

5:30pm

**Closing Remarks**