



Program Agenda DRAFT

Saturday, February 17, 2018

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| 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
Secretary Leslie Richards, PennDOT |
| 10:30-10:45am | Break |
| 10:45-12:00pm | <i>Option 1: Developing a Campaign Plan</i>
<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.

<i>Option 2: Getting Started in your Community</i>
<u>Description:</u>
This session provides an overview of <i>why</i> it is important to engage your community and <i>how</i> to engage your community in an effort to lay the groundwork for public service. |

12:15-2:00pm	Luncheon Plenary: Conquering the Camera: An Interactive Media Training <u>Description:</u> 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	Navigating Pennsylvania's Political Parties <u>Description:</u> 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.
3:45-5:00pm	Fundraising 101 <u>Description:</u> 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