Program Agenda  
DRAFT

Track 1: I’m Ready to Run…  
Track 2: Getting Started…

Saturday, January 27, 2018

7:45am  Registration Opens

8:30am  Welcome

8:45am  Opening Keynote  
_Celinda Lake, Lake Research Partners_

10:15-10:30am  Networking Break

10:30-12:00pm  _Track 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.

_Track 2: Getting Started: What You Need to Know_ 
_Description:_
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**