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**