

2010 Virginia Campaign Communications Workshops



Radford • 18th September 2010

Best Western, 1501 Tyler Avenue • Exit 109 off I-81

Presentations begin at 9:00 a.m.

Learn how to communicate your values and ideas with the public while connecting on a personal level with individual voters. You will learn how to develop and deliver a compelling positive message and how to handle negative information as well.

Ideal attendees for this Campaign Communications Workshop are volunteers, community activists, elected or party officials, current or future candidates, and campaign managers.

The agenda for this half-day session covers the following lectures:

8:30 – 9:00	Registration & Light Continental Breakfast
9:00 – 10:00	The Real Nature of Politics
	Presenting a Compelling Message
10:00 – 12:30	Handling Negative Information
12:30 – 1:15	Personal Contact – Door-to-Door
1:15 – 2:55	Bonus lectures for interested attendees (lunch served)
	Personal Contact – Phone Banking
	Personal Contact – Exhibits, Displays, Tables
	Get Out YOUR Vote
	Questions and Discussion

Instructors are experienced campaign professionals, and among the faculty is Morton Blackwell, founder and President of the Leadership Institute.

Registration for the workshop is \$20 and includes breakfast. (Early registration is only \$10.) To register, visit: www.LeadershipInstitute.org. For further information, contact Christopher Doss at CDoss@LIMail.us or (703) 247-2000.