



THE LEADERSHIP INSTITUTE
Campus Election Workshop
Agenda

5:30-6:00 P.M.	REGISTRATION
6:00-6:15	Program Introduction and Overview
6:15-6:30	Campus Election Workshop Case Study—Purdue University
6:30-7:15	Message Development & Issue Selection
7:15-7:45	Building an Organization
7:45-8:30	Media, Public Relations & Multimedia Strategies
8:30-9:00	Literature Design & Distribution
9:00-10:00	Election Day Strategies
10:00	ADJOURNMENT

Sample Agenda