



THE LEADERSHIP INSTITUTE
International Leadership Training School
Agenda

Day One

5:00-6:00 P.M. DORM REGISTRATION and CHECK-IN

6:00-7:00 DINNER

Day Two

7:30-8:00 A.M. Devotional Ceremony

8:00-8:30 REGISTRATION and BREAKFAST

8:30-9:00 Welcome and Introduction to the Leadership Institute

9:00-9:30 Welcome and Introduction about the Catholic and Human Rights Institute (C-FAM)

**9:30-10:45 Overview of the International Leadership Training Seminar
Participant Introduction**

10:45-11:00 BREAK

11:00-12:00 P.M. Starting a Pro-Family Movement

12:00-1:00 LUNCH

1:00-3:30 Handling Negative Information

3:30-3:45 BREAK

3:45-5:00 Building a Nation on Free Enterprise and Free Society Principles

5:00-7:30 Dinner and Tour of National Mall

7:30-8:15 Return to the Leadership Institute

8:15-9:00 The Right to Life

Day Three

Grassroots Campaign School

8:00-8:30 A.M. SIGN-IN and BREAKFAST

8:30-9:15	Real Nature of Politics and Elections
9:15-10:00	Voter ID and Targeting
10:00-10:15	BREAK
10:15-11:00	Voting Registration
11:00-12:00 P.M.	Recruiting and Motivating Volunteers
12:00-1:00	LUNCH
1:00-1:45	Strategic Research
1:45-2:30	Developing Campaign Strategy
2:30-2:45	BREAK
2:45-3:45	Voter Contact-Door to Door and Phones
3:45-4:30	Get Out the Vote!
4:30-4:45	BREAK
4:45-6:00	Coalition Building
6:00-7:00	DINNER
7:00-9:00	The Conservative Organizational Entrepreneur

Day Four

8:00-8:30 A.M.	SIGN-IN and BREAKFAST
8:30-9:30	Importance of Networking
9:30-12:00 P.M.	Choose <i>same topic</i> in morning and afternoon:
	Television Training Workshop, Level 1
	OR
	Public Speaking Workshop, Level 1
12:00-1:00	LUNCH
1:00-6:00	Television Training Workshop,
	OR

1:00-5:00	Public Speaking Workshop, Level 2
5:00-6:00	In Search of Democracy
6:00-7:00	DINNER
7:00-8:00	Free Market System
8:00-9:00	Goal-Setting and Developing a Plan

Day Five

Grassroots Fundraising and Communications Schools

8:00-8:30 A.M.	SIGN-IN and BREAKFAST
8:30-9:15	Personal Solicitation
9:15-10:00	Developing a Message
10:00-10:15	BREAK
10:15-11:00	Public Relations and Earned Media
11:00-12:00 P.M.	Paid Media
12:00-1:00	LUNCH
1:00-1:45	Power of Direct Mail
1:45-2:30	Developing a Fundraising Plan and Budget
2:30-2:45	BREAK
2:45-3:45	Creative Fundraising Events
3:45-4:30	E-Fundraising
4:30-5:15	President Reagan's International Principles
5:15-6:00	Pro-Family and Pro-Life Education Efforts
6:00-7:00	DINNER
7:00-7:45	Using Interactive, Web-Based Education for Leadership Development
7:45-8:45	The Law: Creating Order in Thinking about Liberty

Day Six

8:00-8:30 A.M.	SIGN-IN and BREAKFAST
8:30-10:15	Family: The Cornerstone for Society
10:15-10:30	BREAK
10:30-11:15	Pro-Family Principles in Leadership
11:15-12:00 P.M.	Travel to the Heritage Foundation
12:00-1:30	LUNCH and Briefing on <i>FamilyFacts</i> at the Heritage Foundation
1:30-2:15	Return to the Leadership Institute
2:15-3:00	Leadership is Service
3:00-4:00	New Age of Women and Leadership
4:00-4:15	BREAK
4:15-5:15	International Defense Policies
5:15-6:00	Foundations of Lobbying
6:00-8:00	Dinner and Walking Tour of Colonial Sites

Day Seven

8:00-8:30 A.M.	SIGN-IN and BREAKFAST
8:30-10:30	Transformational Leadership and Wealth Creation
10:30-10:45	BREAK
10:45-12:00 P.M.	Who are You? Identity as Message
12:00-1:00	LUNCH
1:00-2:30	The Seven Laws of Presidential Leadership
2:30-2:45	BREAK
2:45-4:45	History of the Conservative Movement
4:45-5:00	BREAK
5:00-5:30	Success Story of the Hellenic Leadership Institute
5:30-6:15	Success Story of the Leadership Institute-Chile

6:15-7:00

The Final Strategy of a Successful Campaign

7:00

DINNER and GRADUATION CEREMONY

Day Eight

8:00-8:30 A.M.

BREAKFAST and ADJOURNMENT

Sample Agenda