



The Leadership Institute

Nashville, TN March 27, 2010

Agenda & Evaluation

Please evaluate the speakers on a scale from one to four, four being the most useful and interesting, and one being not useful or interesting at all. Also, please add any comments in the space provided.

9:00-9:10 Introduction

9:10-9:40 Campaign Structure and Organization-Joel Mowbray	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

9:40-10:20 Developing the Campaign Plan-Robert Arnakis	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

10:20-10:30 Break

10:30-11:15 Developing a Persuasive Message-Joel Mowbray	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

11:15-12:00 Strategic and Opposition Research -Robert Arnakis	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

12:00-1:00 Lunch

1:00-1:45 Voter ID and Targeting-Robert Arnakis	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

1:45-2:30 eCampaign and New Media-Matt Hurtt	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

2:30-2:40 Break

2:40-3:20 Voter Contact: Door to Door/Phones-Robert Arnakis	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

3:20-4:05 Get Out the Vote-Joel Mowbray	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

4:05-4:15 Break

4:15-5:00 Finance Plan and Budget-Robert Arnakis	-			+
1. Usefulness of Information	1	2	3	4
2. Speaker's knowledge of the subject	1	2	3	4
3. Speakers ability to communicate and hold your interest	1	2	3	4
4. Comments/Suggestions:				

5:00-5:45	Personal Solicitation-Adam Guillette	-			+
	1. Usefulness of Information	1	2	3	4
	2. Speaker's knowledge of the subject	1	2	3	4
	3. Speakers ability to communicate and hold your interest	1	2	3	4
	4. Comments/Suggestions:				

5:45-6:00 Q&A and Adjournment

Please rate the program as a whole:

	Poor			Excellent
1. Preparation (information & materials)	1	2	3	4
2. Schedule of Program	1	2	3	4
3. Length of Presentations	1	2	3	4
4. Speakers' Knowledge	1	2	3	4
5. Relevance & Usefulness of the Content	1	2	3	4
6. Overall Comments:				

Name (optional): _____ May we quote you? Yes No

Hometown: _____ Home State: _____

- Please turn this form in at the conclusion of the school -

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