

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
9:15-9:45am	<i>Registration and Breakfast</i>		
9:45-10:00am	Welcome and Opening Remarks	<ul style="list-style-type: none"> <li>• Leadership Institute 101</li> <li>• Binder materials</li> </ul>	Training Coordinator Leadership Institute
10:00-11:00am	Purpose of the School: Being Effective in the Battle of Ideas and Preparing for a Crisis	<ul style="list-style-type: none"> <li>• Preparation for managing a legislative Fight</li> <li>• Assessing your place on the landscape</li> <li>• Crisis – short-term and long-term dynamics</li> </ul>	
11:00-12:30pm	Positioning a Principal: Using Issues to Define Your Elected or Appointed Official	<ul style="list-style-type: none"> <li>• Prioritizing issues</li> <li>• Assessing issue strengths and weaknesses</li> <li>• Short –term vs. long-term thinking</li> <li>• Building staff expertise, recruiting advisors and talent for future fights</li> </ul>	
12:30-1:30pm	<i>Lunch</i>		
1:30-2:30pm	Traditional Media: How to Manage Operations and Expectations to Achieve Results	<ul style="list-style-type: none"> <li>• How to contact reporters</li> <li>• Working on background</li> <li>• Is there an “off the record”</li> <li>• Building the visual image associated with an issue</li> </ul>	
2:30-4:00pm	Social Media: How to Incorporate into Your Communications Plan	<ul style="list-style-type: none"> <li>• How to float a potential story</li> <li>• How to feed the beast 24/7 – and break news</li> <li>• Maintaining reputation and credibility</li> <li>• Maximizing new technologies in unique, targeted ways to inform supporters</li> </ul>	
4:00-4:15pm	<i>Break</i>		

4:15-5:15pm	Strategic Stakeholder Operations: Identifying & Building Coalitions	<ul style="list-style-type: none"> <li>• Identifying key, strategic targets</li> <li>• Short and Long-term strategies</li> <li>• How to build and maintain strategic relations</li> <li>• Long-term calendar development</li> <li>• Selecting and securing venues that further the messages &amp; alliances</li> </ul>	
5:15-6:15pm	Associations as Stakeholders: How They Work as Unique Animals in the Legislative Battle	<ul style="list-style-type: none"> <li>• Internal view on how associations assess legislative issues</li> <li>• How associations allocate resources</li> <li>• How associations approach coalition activities</li> <li>• Developing trust and contacts for future battles</li> </ul>	
6:15-7:00pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
8:30-9:00am	<i>Breakfast</i>		
9:00-10:00am	Procedural Warfare: The Senate	<ul style="list-style-type: none"> <li>• Senate – Overview of rules and structure</li> <li>• Determining legal implications of proposed policy</li> <li>• Choosing when, where &amp; how to fight</li> <li>• Evaluating the fight</li> </ul>	
10:00-10:15am	<i>Break</i>		
10:15-11:30am	Procedural Warfare: The House	<ul style="list-style-type: none"> <li>• House – Overview of rules and structure choosing</li> <li>• Determining legal implications of proposed policy</li> <li>• Choosing when, where &amp; how to fight:</li> <li>• Evaluating the fight</li> </ul>	
11:30-12:30pm	Strategic Operations : Stitching the Components of a Strategy Together and Executing the Plan	<ul style="list-style-type: none"> <li>• Building a Strategic Operations Grid</li> <li>• Managing Multiple Issues &amp; Sudden Changes</li> <li>• Sequencing the Strategy and Timing of Operations</li> <li>• Assigning Staff Roles and Functions</li> </ul>	
12:30-1:30pm	<i>Lunch</i>		
1:30-2:30pm	Exercise #1: Lesson Application		
2:30-3:30pm	Exercise #2: Lesson Applications – Assessing Potential Allies and Opponents		
3:30-4:30pm	Federal Investigations and Oversight: How to Prepare and How to Respond	<ul style="list-style-type: none"> <li>• How the Executive Branch reacts to legislative battles</li> <li>• Working with the Government Accountability Office (GAO)</li> <li>• The role of the Inspector General and IG Reports</li> </ul>	

4:30-6:00pm	The Department of Homeland Security Legislative Battle: A Case Study & Lessons Learned		
6:00	<i>Conclusion</i>		