

<b>TIME</b>	<b>SESSION TOPIC</b>		<b>PRESENTER</b>
8:00 – 8:15 AM	Program Overview	<ul style="list-style-type: none"> <li>• Participant Introductions</li> </ul>	All
8:15 – 9:15 AM	Defining Yourself and Your Opponent	<ul style="list-style-type: none"> <li>• Building Your Narrative</li> <li>• The Art of Confrontational Politics</li> </ul>	Spencer Sullivan
9:15 – 10:15 AM	Winning the War-General Elections	<ul style="list-style-type: none"> <li>• Bridging the Gap</li> <li>• Scaling Your Campaign</li> </ul>	Robert Arnakis
<b>10:15 -10:30 AM</b>	<b>BREAK</b>		
10:30 – 11:30 AM	Mind the Gap Exercise	<ul style="list-style-type: none"> <li>• Values-Based Campaigning</li> <li>• Strategic Messaging</li> </ul>	Dena Espenscheid
11:30 – 12:30 PM	Voter Contact Overview	<ul style="list-style-type: none"> <li>• Door to Door, Mail, Phones</li> <li>• Social Media</li> </ul>	Robert Arnakis
<b>12:30 PM</b>	<b>ADJOURNMENT</b>		

**Program Synopsis:**

General elections offer candidates the opportunity to engage unaffiliated, low-propensity, and swing voters. A winning strategy is dependent on understanding how to transition from a candidate to the nominee. This involves strategic research, positioning, communicating and executing the campaign plan.

This workshop will teach with participants how to define themselves, their opponents, and better relate to voters in a general election.