

TIME	TRAINING LECTURE	KEY POINTS	FACULTY / SPEAKER
Defining Yourself to the Public			
8:30 – 9:00 AM	<i>Registration and Breakfast</i>		
9:00 – 9:30 AM	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • The purpose and goal of this training • Your materials 	Annamarie Rienzi
9:30 – 11:00 AM	Are you serious about running?	<ul style="list-style-type: none"> • Potential problems in your past and present • What you need to know before running • Examples of mishandling your personal life 	George Landrith President – Frontiers of Freedom
11:00 – 11:15 AM	<i>Break</i>		
11:15 – 12:15 AM	Developing and Keeping Contacts	<ul style="list-style-type: none"> • Why is networking effectively so important? • How to maintain and utilize strong contacts • Tips to successful networking 	
12:15 – 1:00 PM	<i>Lunch</i>		
1:00-3:00 PM	Seeing Yourself as Others See You	<ul style="list-style-type: none"> • Characteristics of a great communicator • How to make a great impression in the first 14 seconds of meeting someone- visual, vocal, and verbal 	Stephen Clouse President – Stephen Clouse and Associates

3:00-3:15 PM	<i>Break</i>		
3:15 – 5:15 PM	Developing Your Message	<ul style="list-style-type: none"> • Creating your message using the Leesburg Grid • Having a positive image in your community • The five things you need to win elective office and which one to focus on 	Steven Sutton Vice President of Development – Leadership Institute
5:15-5:30 PM	<i>Dinner</i>		
5:30 – 7:00 PM	People, Parties, and Power	<ul style="list-style-type: none"> • What you should know about holding power in a political party • How to build a secure home base • Study how to win 	

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Joining Coalitions and Building a Brand			
7:30 – 10:00 AM	<i>Mark Meadows</i>		
10:00 – 11:30 AM	The Real Nature of Politics	<ul style="list-style-type: none"> • How the political game is really played • The biggest myth in politics • What it takes to win 	
11:30 – 12:30 PM	Building Your Online Presence	<ul style="list-style-type: none"> • Developing your brand online • Building your email list and community • Working with online activists and bloggers 	Rory McShane Principle – McShane LLC
12:30 – 1:30 PM	<i>Lunch</i>		
1:30 – 2:30 PM	Building Relations with the Media	<ul style="list-style-type: none"> • Making friends with the “enemy” • What to expect of reporters • What reporters expect of you 	Ron Nehring Director of International Programs – Leadership Institute
2:30 – 3:30 PM	To Build or not to Build: Why Coalitions Matter	<ul style="list-style-type: none"> • Focus on building your personal network and coalition • Purpose of coalitions • Ways to use coalitions to benefit your brand 	
3:30-4:00 PM	<i>Break</i>		

4:00 – 5:00 PM	Working With Your Local Party (or Not)	<ul style="list-style-type: none">• How to get involved• Strengths and weaknesses of local parties• Advantages and disadvantages of building your network through your local party	
5:00-5:30 PM	<i>Dinner</i>		

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Why and How Emotions Drive Fundraising			
9:00 – 9:30 AM	<i>Breakfast</i>		
9:30 – 10:30 AM	Mind the Gap: Connecting with what voters, donations, and activists	<ul style="list-style-type: none"> • Intuitive language in the real world • Your moral foundations 	Ron Nehring Director of International Programs – Leadership Institute
10:30-11:30 AM	Personal Solicitation	<ul style="list-style-type: none"> • Why personal message is key for any candidate • Building identity through your story • Identifying with voters, is “political oneness” possible? 	
11:30 – 11:45 AM	<i>Break</i>		
11:45 – 12:45 PM	Case Study		Steven Sutton Vice President of Development – Leadership Institute
12:45 PM	<i>Lunch out of the Building</i>		