



Campaign Management & Communications Workshop

Long Island, NY

May 4, 2019

*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	Registration & Optional Breakfast		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> Welcome Introductions Agenda Overview 	Dena Espenscheid Director of Grassroots Coalitions Leadership Institute
9:15-10:00 AM	Strategic Research	<ul style="list-style-type: none"> Yourself and Your Opponent Understaing Your District Know Your Voters 	Gregg Keller President Atlas Strategies
10:00-10:10 AM	Break		
10:10-11:00 AM	Writing a Campaign Plan	<ul style="list-style-type: none"> Elements of Campaign Plan Organization and Structure Programs and Budget 	Dena Espenscheid
11:00-11:45 AM	Finance Plan and Budget	<ul style="list-style-type: none"> Fundraising Tools Setting Metrics & Benchmarks Principles 	Gregg Keller
11:45-12:30 PM	Building a Communications Plan	<ul style="list-style-type: none"> Research Setting Strategic Goals Developing Your Plan 	Dena Espenscheid
12:30-1:30 PM	Lunch		
1:30-2:15 PM	Message Development	<ul style="list-style-type: none"> Leesburg Grid Stick Messages Golden Circle 	Dena Espenscheid
2:15-3:00 PM	Social Media Platforms	<ul style="list-style-type: none"> Social Media Platforms Targeting Audiences Extending Your Reach 	Gregg Keller
3:00-3:15 PM	Break		
3:15-4:00 PM	P/R & Earned Media	<ul style="list-style-type: none"> Drawing Positive Coverage Establishing Credibility Writing a Press Release 	Gregg Keller
4:00-4:45 PM	Mind the Gap	<ul style="list-style-type: none"> How People Think and Choose Moral Foundations Using Intuitive Language 	Dena Espenscheid
4:45 PM	Questions and Close		