

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:00 - 8:30 AM	Session Introduction	<ul style="list-style-type: none"> • Program schedule • Review of previous day 	Robert Arnakis Leadership Institute
8:30 - 9:45 AM	Developing a Campaign Strategy	<ul style="list-style-type: none"> • Strategic planning • Working through potential problems 	TBD
9:45 - 10:00 AM	BREAK		
10:00 - 10:45 AM	Campaign Research	<ul style="list-style-type: none"> • Researching yourself and the opposition • Researching the electorate 	TBD
10:45 - 11:30 AM	Understanding and Setting Vote Goals	<ul style="list-style-type: none"> • Finding your winning # • Like races and undervotes 	TBD
11:30 - 12:30 PM	Mind the Gap	<ul style="list-style-type: none"> • Understanding how voters judge and choose • The different roles of intuition and reasoning 	TBD
12:30 - 1:15 PM	LUNCH		
1:15 - 2:00 PM	Developing a Communications Strategy	<ul style="list-style-type: none"> • Themes, narratives, issues, contrasts, and disqualifiers • Communications strategies for different campaigns 	TBD
2:00 – 2:45 PM	Message Development	<ul style="list-style-type: none"> • Leesburg grid • Developing contrasts and themes 	TBD
2:45 – 3:00 PM	BREAK		
3:00 – 3:30 PM	Volunteer Recruitment	<ul style="list-style-type: none"> • Recruiting a volunteer base • Managing and motivating your team 	TBD
3:30 - 4:15 PM	Voter Contact: Door to Door	<ul style="list-style-type: none"> • Developing a successful door to door program • Organizing a walk program 	TBD
4:15 - 5:00 PM	Developing a Finance Plan	<ul style="list-style-type: none"> • Finance categories • Setting fundraising goals 	TBD