

August 14, 2020	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
10:00 – 10:15 AM	Welcome		
10:15 - 11:15 AM	Hearings in Action	<ul style="list-style-type: none"> • Why hold a hearing? • How many different types? Field hearings, legislative, appropriations, oversight, investigative • General hearing organization • Procedure & Public Relations – what is the most politically potent? • Procedure - house vs. senate (different sets of rules) 	Mike Howell Senior Advisor, Executive Branch Relations – The Heritage Foundation
11:15 - 12:15 PM	Planning for Hearings	<ul style="list-style-type: none"> • Timing - Best days • How to prepare your boss • How to pitch a hearing • Potential challenges to be aware of • Importance of oversight • Question and answer preparation 	Philip Reboli Director of Government Affairs – Conservative Partnership Institute
12:15 - 12:30 PM	BREAK		
12:30 - 1:15 PM	Preparing for the Hearing	<ul style="list-style-type: none"> • Selection of witnesses • If member is active in a particular bill - suggest witness • Get outside the Beltway when looking for possible witnesses • Preparation of witnesses • Understanding what the committee is trying to accomplish • When your member is a witness. ...not on committee/ wants press/ testifying about bill 	Luke Bellocchi Strategic Advisor for Aviation Policy - U.S. Department of Transportation
1:15 – 2:00 PM	During and After the Hearing	<ul style="list-style-type: none"> • Order of witness testimony • Dealing with hostile questioners • Examples of good and bad testimony • Facts and Talking Points • Maximizing effectiveness while in the minority • Non-verbal details 	Lauren Canfield Military Legislative Assistant - U.S. Senator Thom Tillis

		<ul style="list-style-type: none"> • Dealing with a messaging disaster • Coordinating committee and personal staff efforts 	
2:00 - 2:15 PM	BREAK		
2:15 – 3:15 PM	Effective Public Relations Strategies	<ul style="list-style-type: none"> • What brings in national interest and coverage • Niche marketing • Coordinating committee and personal staff efforts • Approaches to media 	Melissa Fausz Director of State Government Affairs – Americans for Prosperity
3:15 – 4:00 PM	How Committees Work	<ul style="list-style-type: none"> • Positions within the committee • Differences between committees and personal offices • Interaction between committee and personal staffers • Calling committees - division between different positions, rolls, Senate, and House 	Jenna Spealman Policy Director, Committee on the Budget – U.S. House of Representatives
4:00 PM	END		