

Campaign Management School

AGENDA

August 16-19, 2022 | Arlington, VA



Campaign Management School

Tuesday, August 16, 2022

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| Registration & Breakfast | 9:00 a.m. – 9:30 a.m. |
| Welcome to the Leadership Institute Cristina Novoa, Political Training Coordinator, Leadership Institute | 9:30 a.m. – 9:45 a.m. |
| Real Nature of Politics Ron Nehring, Director of International Programs, Leadership Institute | 9:45 a.m. – 10:45 a.m. |
| Phases of a Campaign Rick Tyler, Director of Core School, Leadership Institute | 10:45 a.m. – 11:45 a.m. |
| Lunch | 11:45 a.m. – 12:45 p.m. |
| Campaign Planning Ron Nehring | 12:45 p.m. – 1:45 p.m. |
| Campaign Roles & Responsibility Dena Espenscheid, Senior Director of Coalitions, Leadership Institute | 1:45 p.m. – 2:30 p.m. |
| Break | 2:30 p.m. – 2:45 p.m. |
| Building Your Organization Rick Tyler | 2:45 p.m. – 3:30 p.m. |
| Building Coalitions & Exercise Matthew Hurtt | 3:30 p.m. – 5:00 p.m. |
| Dinner | 5:00 p.m. |

Campaign Management School

Wednesday, August 17, 2022

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| Breakfast | 9:00 a.m. – 9:30 a.m. |
| Working With Your Partisan Committee Matthew Hurtt, Director of Graduate Relations, Leadership Institute | 9:30 a.m. – 10:30 a.m. |
| Research & Opposition Research Jeff Berkowitz, Founder & CEO, Delve | 10:30 a.m. – 11:45 a.m. |
| Lunch | 11:45 a.m. – 12:30 p.m. |
| Voter Goal & Contact Bill Faulk, Political Strategy | 12:30 p.m. – 1:30 p.m. |
| Voter Turnout Rick Tyler | 1:30 p.m. – 2:15 p.m. |
| Break | 2:15 p.m. – 2:30 p.m. |
| Voter Contact Mail Bill Faulk | 2:30 p.m. – 3:15 p.m. |
| Voter Contact Phones Chris Cupit | 3:15 p.m. – 4:30 p.m. |
| Building a Volunteer Force Kirsten Holmberg | 4:30 p.m. – 5:30 p.m. |
| Dinner | 5:30 p.m. |

Campaign Management School

Thursday, August 18, 2022

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| Breakfast | 9:00 a.m. – 9:30 a.m. |
| Communications Strategy Ron Nehring | 9:30 a.m. – 10:45 a.m. |
| Developing Your Campaign Message Steven Sutton, Senior Vice President, Leadership Institute | 10:45 a.m. – 12:00 p.m. |
| Lunch | 12:00 p.m. – 1:00 p.m. |
| Working with the News Media Rick Tyler | 1:00 p.m. – 2:00 p.m. |
| Storytelling Ron Nehring | 2:00 p.m. – 3:00 p.m. |
| Break | 3:00 p.m. – 3:15 p.m. |
| Campaign Budget Bill Faulk | 3:15 p.m. – 4:15 p.m. |
| Social Media for Campaign Veronica Hays, Digital Training Manager, Leadership Institute | 4:15 p.m. – 5:30 p.m. |
| Happy Hour at The Renegade | 5:30 p.m. |

Campaign Management School

Friday, August 19, 2022

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| Breakfast | 9:00 a.m. – 9:30 a.m. |
| Campaign Compliance: What to Know Before Announcing Candidacy Lisa Lisker, President, Huckaby Davis Lisker, Inc. | 9:30 a.m. – 10:30 a.m. |
| Fundraising Strategy & Personal Solicitation Steven Sutton | 10:30 a.m. – 11:30 a.m. |
| Break | 11:30 a.m. – 11:45 a.m. |
| Digital Fundraising Stephen Rowe, Director of Digital Training, Leadership Institute | 11:45 a.m. – 12:45 p.m. |
| Lunch with Steven Sutton | 12:45 p.m. – 1:30 p.m. |
| Closing Announcements & Adjournment Cristina Novoa, Political Training Coordinator, Leadership Institute | 1:30 p.m. |