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Program Agenda

Friday, March 18, 2016

Diversity Initiative Programs

8:00 am **Registration opens**

8:30 am – 9:45 am **Welcome and Opening Keynote**

Run Sister Run

10:00 am – 10:15 am **Welcome and Participant Introductions**

10:15 am – 12:00 pm **Roundtable: Sister to Sister – Advice from the Experts**

Real advice from the real experts – women who have done it themselves. Panelists will provide insights and advice on important topics for current or future public officials, including use of technology, ethics, practical tips for getting and staying informed on policy issues, personal finances, image and presentation, and dealing with sexism.

Ready to Run[®]

12:15 pm – 1:45 pm **Welcome and Lunch Plenary Session: What Women Candidates Need to Know**

Track 1: I'm Ready to Run, Now What?

Track 2: I'm Not Ready to Run Yet, But...

2:00 pm – 4:00 pm **Track 1: Launching Your Campaign**

This session provides an overview of the key elements of a campaign, including assessing and establishing oneself as a candidate, developing a campaign plan, structuring a campaign organization, and voter contact.

2:00 pm – 4:00 pm **Track 2: Political Parties, Appointments, and Advocacy – Tools and Tips for Getting Started**

This session, designed for those who are not ready to run but want to have an impact on important issues, offers an overview of the “nuts and bolts” of government and political parties in the state. Topics covered will include positioning oneself for appointment to a public board or commission, getting active in a political party, and using effective advocacy techniques. The first half of the panel will address how to become active in the political parties. The second section of the panel will cover positioning oneself for appointment to a public board or commission and learning how to be an advocate on legislative issues.

4:15 pm – 6:00 pm **Plenary: Fundraising for Success**

Fundraising is one of the most crucial aspects of a campaign. This interactive workshop covers key components of campaign fundraising, including special emphasis on understanding why people give and the in-person “ask.” The session will also address developing a strategy for your campaign, building a donor list, recruiting and motivating a finance committee, and special events.

6:00 pm **Networking Reception**

Saturday, March 19, 2016

8:00 am **Registration Opens**

8:315 am – 8:30 am **Morning Remarks**

8:30 am – 9:15 am **Keynote: My Story on the Campaign Trail**

9:30 am –11:30 am **Track 1: Navigating New Jersey’s Political Parties As a Potential Candidate**

The session will highlight the power dynamics of party organizations, building relationships with party operatives and gaining the party’s support, and will address how to respond when the party organization is not supportive.

9:30 am – 11:30 am **Track 2: Political Campaign Careers for Women**

This session, designed for those who are not ready to run but want to work and volunteer on campaigns, offers an overview of the opportunities of getting involved in campaigns at every level and offer advice on how to build on those experiences.

11:30 – 1:45 pm **Luncheon Plenary:**

Conquering the Camera – An Interactive Media Training

This interactive media training workshop will include tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message, and public speaking techniques. Selected participants will take part in mock interviews and on-camera practice sessions.

2:00 – 3:30 pm

Plenary Session:

Internet and Branding Strategies for Candidates, Campaigns and Advocates

Internet outreach is a key aspect of today’s political and advocacy campaigns. Online tools including blogs, social networking sites like Facebook, Twitter, YouTube, and other online organizing and communications resources are increasingly important for getting campaign messages out to a broad audience of potential voters or stakeholders. This session will provide an overview of best practices and offer practical tips on how enhance your online presence and strategies for developing your personal brand.