



LLWCF

LOUISIANA LEGISLATIVE
WOMEN'S CAUCUS FOUNDATION

Ready To **RUN** ™

LOUISIANA

**Campaign
Training for
Women**

NEW DATES

March 24-25, 2015

**LSU Lod Cook Alumni Center
3838 West Lakeshore Drive
Baton Rouge, LA 70808**



Program Agenda

Tuesday, March 24, 2015

5:30 p.m. to 7:30 p.m.
Room: TBD

Louisiana Women of Power Networking Reception

Wednesday, March 25, 2015

7:30 a.m.

Registration Opens

8:30 a.m. – 10:00 a.m.
Room: TBD

**Breakfast Session:
Internet Strategies for Candidates, Campaigns and
Advocates
Sponsored by: TBA**

Participants:

- Welcome
- Presenter --TBD

Session Description:
This session will provide information on utilizing online and social media tools like Facebook, Twitter, YouTube and other online organizing and communications resources. Online and social media tools are increasingly important for disseminating campaign messages

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Louisiana Legislative Women’s Caucus Foundation
P.O. Box 44188, Baton Rouge, LA 70804-4188
Phone: 225.342.0334 Website: llwcf.org



NOTE: This is a tentative agenda and may be revised prior to the workshop.

	to broad audiences of potential voters and stakeholders. This session will provide an overview of best practices and offer practical tips on how to get started or enhance your online presence.
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Program Tracks:
Track 1: I’m Ready to Run, Now What?
Track 2: I’m Not Ready to Run Yet, But...

10:10 a.m. – 12:00 p.m. Room: TBD	<p>Track 1: Launching Your Campaign</p> <p>Presenter: TBD</p> <p><u>Session Description:</u> 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.</p>
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10:10 a.m. – 12:00 p.m. Room: TBD	<p>Track 2: Political Parties, Appointments, and Advocacy – Tools and Tips for Getting Started</p> <p>Moderator: TBD Panelists: TBD</p> <p><u>Session Description:</u> This session is 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 Louisiana. Topics covered will include positioning oneself for appointment to a public board or commission, becoming active in a political party and using effective advocacy techniques.</p>
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12:15 p.m. – 2:15 p.m. Room: TBD	<p>Media Training Workshop Luncheon</p> <p>Sponsored by: TBA</p> <p>Presenter: TBD</p> <p><u>Session Description:</u> 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.</p>
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<p>2:25 p.m. – 3:40 p.m. Room: TBD</p>	<p>Track 1: Navigating Louisiana’s Political Parties As a Potential Candidate</p> <p>Moderator: TBD Panelists: TBD</p> <p><u>Session Description:</u> The session will highlight the power dynamics of party organizations, building relationships with party operatives and gaining the party’s support. This session will also address how to respond when the party organization is not supportive.</p>
<p>2:25 p.m. – 3:40 p.m. Room: TBD</p>	<p>Track 2: Laying the Groundwork for Public Life</p> <p>Moderator: TBD Panelists: TBD</p> <p><u>Session Description:</u> This session offers advice from the experts – women who already serve as public leaders. Learn everything you have ever wanted to know but were afraid to ask. Topics covered include learning to raise one’s public profile, leveraging community leadership for political leadership, the various types of elected office to consider, working on campaigns, and balancing the competing priorities of political and family life.</p>
<p>3:50 p.m. – 5:20 p.m. Room: TBD</p>	<p>Fundraising for Success</p> <p>Presenter: TBD</p> <p><u>Session Description:</u> 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.</p>

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