Schedule of Events (subject to change)

Friday, April 7, 2017

Night before

**Opening Reception**
Join your fellow conference registrants, sponsors, and WGR members for a night of casual networking prior to our conference kick off the following morning.

8:30 am to 9:00 am

**Registration**

9:00 am to 10:30 am

**Breakfast Keynote – “Path To The Top”** - Over breakfast our keynote speaker(s) will describe their experience and path they embarked on to reach their career goals. The session will focus on a personal story of challenges, successes, and how to encourage yourself to keep reaching for the top.

10:30 am to 10:45 am

**Break**

10:45 am to 12:00 pm

**Breakouts**

A) **“Advocacy Across The Generations: Tailoring Your Message To Your Audience”** – Whether you’re presenting an issue on Capitol Hill or soliciting contributions for your PAC, captivating your audience with a powerful message is your biggest asset to engage your target audience. We’ll discuss best practices and strategies for achieving these goals to help you make an impact in your industry.

B) **“Path to Public Office: Encouraging Running for Office, Civic Engagement and Getting More Women to Run”**

The process of starting, and successfully completing, a run for public office can be a daunting one. Using their own unique experiences, panelists from both sides of the aisle will aim to demistify the process, and outline potential steps towards your own political/civic engagement.

12:00 pm to 1:00 pm

**Networking Lunch:** Enjoy a networking lunch and get to know other government affairs professionals also in attendance. Feel free to network on your own or look for a few of our tables with assigned topics if you are looking to gather intel, opinions, and advice on a particular matter.

1:15 pm to 2:15 pm

**Breakouts**
A) “Navigating Your PAC Participants: Corporate vs. Association PAC Strategies” – Corporate and Association PACs often have different fundraising strategies and challenges, but all effective PAC operations have a plan to succeed. Hear from a panel of PAC leaders from both worlds to discuss similarities and variations between their approaches to successfully engaging their PAC participants.

B) “Issue Crisis Management” – Advocating on a public policy issue can take time, but what happens when you must respond to swift legislative or regulatory action? Speaker(s) will describe successful public policy efforts undertaken on a compressed timeline and will include how they quickly leveraged organization resources to communicate their message to all relevant stakeholders, mobilized advocates and ultimately had an impact on the policy discussion.

2:30 pm to 3:30 pm Breakouts

A) “Repackaging Your Resources and Leveraging Your Brand” – Utilizing vendors and strategic partners can be a key piece in leveraging your brand and positioning your organization as a thought leader. Hear from a panel of speakers who will discuss how, on any budget, they repurposed current resources and found new ways to utilize existing relationships to achieve success.

B) “Managing Your PAC/Advocacy Efforts in A Changing Political Environment” - In a changing political environment with a new President and all-Republican Congress what are the best strategies for advocacy results and PAC development. Speakers will look to give insight on how to coordinate the two efforts and navigate the new landscape and priorities of the 115th Congress.

3:30 pm to 3:45 pm Break

3:45 pm to 5:00 pm Closing General Session – “Outlook for the 115th Congress: How Strategies Have Changed/Stayed The Same”

Following the unprecedented, and frankly unpredictable 2016 election cycle, it's a safe bet that many of your best laid plans have been shaken up, if not completely set aside. Luckily, starting with a clean slate has distinct advantages for all of us here in “the swamp”. A panel of experienced DC practitioners will act as our guides through the uncharted territory that is newly inaugurated President Trump, his agenda, and the potential impact he will have on the PAC, politics, and grassroot campaigns industry. Join us in finding a pathway forward.