



**2015 Professional Women in Advocacy Conference  
Marriott Metro Center, Washington, DC  
November 15-17, 2015**

**SCHEDULE OF EVENTS**

**Sunday, November 15, 2015**

6:00 pm

Opening Reception for out of town guests at hotel bar Fire and Sage

**Monday, November 16, 2015**

8:00 am

Registration and continental breakfast

8:30 am

Welcome remarks by LeeAnn Petersen, Co-Founder, Professional Women in Advocacy Conference

8:35 am

Opening address: **The Changing Landscape of Advocacy**

Speaker: Juanita Duggan, CEO, American Apparel and Footwear Association

9:00 –10:15 am

General Session – **A Day in the Life of a Nerdy Advocacy Professional**

Speaker: Beth Ziesenis, Author of Release Your Inner Nerd (confirmed)

What would your day look like if you took the advice of all your nerdy friends and implemented the tech tools and apps they recommend to make your life easier? This fast--moving, laugh--filled session takes you hour by hour through a day in the life of a tech--savvy county staffer. You'll learn how a professional nerd solves a security crisis before 10 a.m., learns to make more of a lunch hour with an extra set of virtual hands, saves money on software before the staff meeting and brings the team together online before the day is done. **Takeaways:** Understand how technology fits into every part of your day; Learn about technology systems that streamline projects and tasks; Discover dozens of free and bargain apps and online tools that put the ideas from the conference into action!

10:15 – 10:30 am

Refresher Break

10:30 - 12:30 pm

**Workshop 1 (F&S): Congressional Procedure with Judy Schneider**

Join our National Treasure for a discussion about how Congress really works. Whether you are new to government relations or a seasoned pro, Judy will test your understanding of how things get done on the Hill.

Speaker: Judy Schneider, WGR Emeritus Member

**Workshop 2 (A&O): Digital 101 – Building Your Digital Advocacy Campaign From Scratch**

Today, with so many people connecting online using various social media platforms, when we talk about digital advocacy, we refer to the sharing of information via virtual communities or networks. This workshop will discuss the basic tools to build your advocacy campaign from scratch.

Speaker: Sherry Stanley Whitworth, Voter Voice

**Workshop 3 (PA&C): Using the Media Sea Change to See Change**

Changes in the media environment mean people are getting their news and information in different ways. This session explores how news is delivered, who is delivering it, and what format it is presented in. Is your organization adapting to the sea change to see the change it wants to be?

Speaker: Dawn Conway, COO and Heidi Sullivan SVP of Digital Content at Cision

12:30 - 1:30 pm

**Keynote Luncheon – The Career Advice You Probably Didn't Get**

You're doing everything right at work, taking all the right advice, but you're just not moving up. Why? Susan Colantuono shares a simple, surprising piece of advice you might not have heard before quite so plainly. By exploring this one piece of information and its far-reaching consequences women could close the leadership gender gap once and for all.

Speaker: Susan Colantuono, CEO, Leading Women

1:45 - 3:15 pm

**Breakout 1 (F&S) – Is Shoe Leather Lobbying Dead?**

Traditional lobbying revenue hit its lowest point in four years last year while PR and new media firms are growing faster than ever. The most successful firms are those who do both. Advocacy is evolving largely because of the democratization of technology. Influence on policy makers on the big issues is shifting to the masses via social media. Are you versed in both traditional lobbying and new communications tactics that motivate officials?

Speaker: TBD

**Breakout 2 (A&O) – How DO They Do That: Secret Tech Weapons for Advocacy Professionals**

In this session discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, create professional--- level graphics and wow your colleagues. This high---energy session will give you 30+ tools that will leave people asking, "How DO they do that?"

Speaker: Beth Z, Your Nerdy Best Friend

### Breakout 3 (PA&C) – **The Unsexy Fundamentals of Messaging**

Your message should be based on solid research and steeped in facts and figures. It does your cause no good to get attention if the message is wrong or based on bad data. Don't spend limited dollars investing in a major campaign without completely studying your audience (and opposition) and learning what resonates with them.

Speaker: TBD

3:15 -3:30 pm

Refresher Break

3:30 - 5:00 pm

### Breakout 1 (F&S) – **Relationship Building in an E-Culture**

Overworked and over "informationed" Hill staff say their preferred method of communication is email. So how do you get to know the people working your issues when electronic communication is so impersonal?

Speaker: TBD

### Breakout 2 (A&O) – **Standing out in a Crowd**

I Tweet, I Facebook but is anyone listening? In today's crowded digital marketplace with so many others vying for attention you need to find ways to stand out. In this session we will discuss tools and tactics to keep costs low and attention high. You will also learn to measure the success of various platforms so you can focus on the ones that work.

Speaker: TBD

### Breakout 3 (PA&C) – **Pitching Press with Social Media**

While social media is now the preferred platform for communicating with the masses, is it the best way to reach press? Explore whether using outlets such as Facebook, LinkedIn and Twitter to pitch press releases really works why or why not?

Speaker: TBD

5:00 - 8:00 pm

### **Excellence in Advocacy Awards Reception**

This year's celebration of advocacy leaders will be a standing reception that is open to all and recognizes nominees, finalists and awardees. Attendance to this function is no longer complimentary with conference registration; however conference attendees may purchase registration separately. Nominations for the awards opens on July 6th and closes September 6th.

Speaker: TBD

### 5:00 – 8:00pm **Optional: Dinner "Dine Around"**

Have dinner with your conference colleagues on Monday night at these intimate Dutch "dine-arounds." PWIA staff will make reservations for groups of up to 10 people at nearby restaurants so that conference attendees can get to know each other over dinner. Diners will pay their own way. Choose from Thai, Mediterranean, American and Cajun fare.

## **Tuesday, November 17, 2015**

8:00 am - Continental breakfast

8:30-9:30 am

### **General Session – *Compelling People: The Hidden Qualities That Make Us Influential***

Offering practical advice for a range of common and challenging situations, the authors show you not just how people already see you, but how to make sure your best qualities shine through. This session was rated one of the best at the 2013 conference.

Speakers: Authors John Neffinger and Matthew Kohut

9:45-11:00 am

### **Breakout 1 (F&S) – *Congressional Gridlock and the Emergence of the ‘Rocket Docket’ in the States***

A recent CQ/Roll Call article contends that State Legislatures are six times more productive than the U.S. Congress. Congress passes roughly 4% of bills while States pass 25%. Is this a temporary phenomenon due to Congressional gridlock or a permanent shift away from federal policymaking in favor of speedier results in the States?

Speaker: TBD

### **Breakout 2 (A&O) – *Are non-profits allowed to advocate?***

Yes! The session explores changes to advocacy rules made by Citizens United and the creation of action funds. What are the rules and limitations? Are you in compliance?

Speaker: TBD

### **Breakout 3 (PA&C) – *Membership Engagement Workshop***

Engaging your members, stakeholders or constituents is just as important when there is no call to action as when there is. How do you keep your constituency engaged and informed without burning them out on your communications? Case studies from successful associations and non-profits.

Speaker: TBD

11:00-11:15 am

Refresher Break

11:15-12:30 pm

### **Breakout 1 (F&S) – *Lobbying Statewide Officials***

Working with statewide elected officials like AG, Lieutenant Governor and Treasurer is not reserved for specific industry groups; it is an effective and often overlooked tactic in affecting public policy. What kind of power do these officials have and why should you care?

Speaker: TBD

**Breakout 2 (A&O) – Fly like an Eagle: The Dos and Don'ts of Successful Fly-Ins**

Every year thousands of organizations fly executives and subject matter experts to Washington to tell Members of Congress how they are affected by federal policy and the vital role their organization plays in the Member's district or State. Is your Fly-In as successful as it can be?

Speaker: Sharon McBride, Global External Affairs & Operations, eBay, Inc.

**Breakout 3 (PA&C) - Politics, Policy, Parties & Press at the 2016 National Conventions**

There will be 15,000 members of the domestic and international media present at the 2016 DNC and RNC, not to mention thousands of policymakers, thought leaders and influencers. Does it make sense for your organization to have a convention presence? Do you know how to leverage the media at convention to get your message out?

Speaker: LeeAnn Petersen, Conventions 2016 and Adam Prather, The Hill Newspaper

12:45-2:00 pm

**Ladies Luncheon – Been There Done That: Lessons Learned**

This session with former public officials and veteran industry experts is the PWIA crowd favorite. We will cap off the conference with a frank discussion on what these ladies of distinction have seen and learned over the course of their careers.

Speakers: Moderated by Elizabeth Bartz, State & Federal Communications with special guests Ambassador Connie Morella, Gloria Dittus and other panelists TBD

2:00 pm

**Conference Concludes**