



**2017 Professional Women in Advocacy Conference
Marriott Metro Center, Washington, DC
November 5-7, 2017**

Sunday, November 5, 2017

6:00 - 8:00 pm

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

Monday, November 6, 2017

8:00 am

Registration, continental breakfast and opening **DJ set to get things rocking**

9:00 –10:15 am

Opening Address and General Session – **Special guest to be announced**

10:30 – 11:30 am

*A&O Breakout: **Five pointers for senior advocates on how to be an effective educator in advocacy**

*PD Breakout – **Confidence, Mindset and Grit: positive change for positive results**

10:30-12:00 pm

*S&F Breakout: **Congressional Procedure level 1 and 2**

11:30-12:00 pm

Break in Exhibit Hall

12:00 -1:00 pm

Keynote Luncheon – **Special guest bestselling author, speaker and professor to be announced**

1:15 – 2:15 pm

A&O Breakout Option 1: **Technology for advocacy for both long term and quick turnaround campaigns**

A&O Breakout Option 2: **How to combat fake news or bad information when trying to get your message out**

S&F Breakout: **Unlikely alliances: industries partnering with NGOs for a united message on the Hill**

PD Breakout: **Cultural awareness – recognizing and dealing with bias**

2:15 -2:30 pm

Refresher Break

2:30 – 3:30 pm

A&O Breakout: **The Power of Data in Driving Your Advocacy Campaign - *Understanding the numbers behind your stakeholders' online behavior***

S&F Breakout: **The biggest issues the States faced in 2017 and how they handled them: a report card**

PD Breakout: **Public affairs salary survey results – how did women fare?**

3:35 – 4:35 pm

Closing general session - **Women Who Rock** – a panel discussion with women at the top of their fields who advocate for media, music and the Arts.



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 complimentary for conference attendees however, registration is required. Non-conference attendees may purchase a ticket for \$55.

6:00 – 8:00 pm

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.

Tuesday, November 7, 2017

8:00 am – **Registration, continental breakfast and opening performance by advocate/singer/entrepreneur to be announced**

9:00-10:15 am

General Session - **Special guest to be announced**

10:30-11:30 am

A&O Breakout Option 1: **Determining public sentiment using Citizen Cabinets rather than polls**

A&O Breakout Option 2: **Using survey data to craft an effective message**

S&F Breakout: **Case studies in successful State and Federal government relations efforts**

P&D Breakout: **Linked In: Four tips to improve your personal brand**

11:30-12:00 pm

Break in Exhibit Hall

12:00 – 1:00 pm

Keynote luncheon - **Special guest to be announced**

1:00-2:00 pm

Closing General Session - **Been There Done That: Lessons Learned from Women Who Rocked Politics & Advocacy**

This session with former public officials and veteran industry experts is the PWIA crowd favorite. We will have a with a frank discussion on what these ladies of distinction have seen and learned over the course of their careers. Moderated by Elizabeth Bartz, CEO of State & Federal Communications with special guests TBA.

2:00 -3:00 pm

Optional networking mixer and farewell reception at hotel bar Fire & Sage

Conference Concludes