



**2018 Professional Women in Advocacy Conference - WOMEN COUNT!  
October 9-10, 2018  
Marriott Metro Center – Washington, DC**

**Schedule of Events**

(subject to change)

**Monday, October 8**

6:00 – 8:00 pm Out of town guest reception at Fire and Sage (hotel)

**Tuesday, October 9**

8:00 – 9:00 am Registration and Breakfast

9:00 – 9:45 am **State of the Races for Women:** Midterm election preview and predictions

9:45 – 10:45 am Women Count! What happens when women act, vote, lead, run and serve

11:00 – 12:00 pm BREAKOUTS

**Advocacy & Outreach** - What's new? Trends in advocacy

**Federal, State & Local Government Relations** – Congressional Procedure with Judy Schneider (11:00-12:20 pm)

**Professional Development and Coaching** - Individual Leadership Coaching Sessions (first round)

12:00 – 12:20 pm Networking Break - Stop by our sponsor booths and women's initiative tables

12:20 – 1:30 pm **Keynote Luncheon**  
Unleash the leader within you with **Coach Sherry Winn**

1:45 – 2:45 pm BREAKOUTS

**Advocacy & Outreach** - Partnerships and the fine line between affiliated c3's and c4's

**Federal, State & Local Government Relations** - SWOT for Lobbying, identifying risks to your industry or organization

**Professional Development and Coaching** - Individual Leadership Coaching Sessions (second round)

3:00 – 4:00 pm BREAKOUTS

**Advocacy & Outreach** - Political engagement on a budget – tools, tips and technology of the trade

**Federal, State & Local Government Relations** - Federal gridlock and the increasing role of states & localities

**Professional Development and Coaching** - Leadership Coaching Sessions (third round)

4:10 – 5:00 pm Closing General Session

5:00 – 7:00 pm **Excellence in Advocacy Awards & Reception** (hotel)

6:00 – 9:00 pm *Optional Dine Arounds starting at 6:00 pm and 7:00 pm*

### **Wednesday, October 10**

8:00 – 8:30 am Registration and Breakfast

8:30 – 9:30 am Opening General Session

9:45 – 10:45 am BREAKOUTS

**Advocacy & Outreach** - Hosting PAC events that are fun and lucrative

**Federal, State & Local Government Relations** - The boogeyman is coming: Emerging threats in lobbying disclosure and compliance

**Professional Development and Coaching** - Diversity & Inclusion in Advocacy – does your department look like the people you are advocating to or for?

10:45 – 11:00 am Networking Break

11:00 – 12:00 pm BREAKOUTS

**Advocacy & Outreach** - Getting your message out in the era of fake news

**Federal, State & Local Government Relations** - Governing in the Trump Era, a report card

**Professional Development and Coaching** - Branding Up: Update your brand for the job you want not the job you have

12:00 – 1:15 pm **Luncheon Keynote**

1:15 – 2:30 pm **Closing General Session**  
Been there Done That, Words of Wisdom from Women of Distinction

2:30 – 4:00 pm *Optional networking mixer and farewell reception (hotel bar)*