



**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 – 10:00 am **State of the Races for Women:** Midterm election preview and predictions  
Renown Democratic strategist Celinda Lake teams up with legendary  
Republican pollster Linda DiVall for a glimpse into the November midterm  
elections and how women candidates will fare.

10:00 – 11:00 am **Women Count!** What happens when women vote, run, lead and serve  
PWIA invites leaders from organizations aimed at electing and activating  
more women in politics to discuss the impact women will have in 2018 and  
beyond. Speakers: Lauren Leader Chivee of All in Together, Susannah  
Welford of Running Start, Rebecca Schuller of Winning for Women,  
Kimberly Peeler-Allen of Higher Heights and Dr. Gabriela Lemus of Mi  
Familia Vota. **Moderator:** Debbie Walsh of the Center for American  
Women in Politics

11:05 – 12:05 pm BREAKOUTS

**Advocacy & Outreach** - The Rise and Decline of Mass Email Campaigns'  
Influence on Congressional Decisions: Advocacy organizations spend  
enormous resources and effort to implement mass email campaigns in  
hopes of generating a large volume of email that will grab Congress'  
attention and influence decisions. After studying communication between  
citizens and Congress for more than a decade, the Congressional  
Management Foundation's research shows that most email campaigns  
are barely registering in congressional offices. Speaker: Brad Fitch,  
Congressional Management Foundation

**Federal, State & Local Government Relations** – Congressional Procedure with Judy Schneider – Get unique insights on the legislative process from the expert who trains Members of Congress and staff how Congress works. (Note extended time: 11:00-12:20 pm)

**Professional Development - Basic Media Training**

Discuss fundamental approaches to presenting your message and yourself to journalists. Speaker: Jane O'Brien, On-Air Correspondent for the BBC

**Coaching** – Twenty five (25) minute individual leadership coaching sessions. Ten appointments available. Please contact [Laura@womeninadvocacy.com](mailto:Laura@womeninadvocacy.com) to reserve.

12:05 – 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! Two-time Olympian and national championship coach **Sherry Winn** will give you a winning game plan for work and life.

1:45 – 2:45 pm

BREAKOUTS

**Advocacy & Outreach** – What's hot in political engagement – tools, tips and technology of the trade: Advocacy toolkits are all the rage. Hear from industry experts on the latest gadgets to help you navigate mobile campaigns, cutting edge GOTV outreach, grassroots Calls-to-Action and keep up with the latest political intel. Speaker: Erica L. Farage, International Franchise Association; Sponsor: Phone 2 Action

**Federal, State & Local Government Relations** - Federal gridlock and the increasing role of states & localities. Moderator: Ann Dermody, CQ Advocacy.

**Professional Development – Mentors versus Sponsors**

Our champions can come in different forms from different places. Learn the difference between a mentor and a sponsor, how to identify the right champion for you and how to ask them for support. Speaker: Roslyn (Roz) Brooks, PWC

**Coaching** – Twenty five (25) minute individual leadership coaching sessions. Ten appointments available. Please contact [Laura@womeninadvocacy.com](mailto:Laura@womeninadvocacy.com) to reserve.

3:00 – 4:00 pm

BREAKOUTS

**Advocacy & Outreach** – Trends in Advocacy: Consumer and citizen activism in an Evolving Advocacy Landscape  
From Dicks Sporting Goods to Delta Airlines companies are responding to public pressure to be more politically and philanthropically active. This session explores how organizations are using PAC Match and other tools to respond to their donor base.

**Federal, State & Local Government Relations** - SWOT for Lobbying, identifying risks to your industry or organization. Activist investors, competitors, eager legislators and Twitter happy leaders – who are your lions, tigers and bears and how do you prepare for their attack?

**Professional Development** – Developing a persuasive message – words and visuals. The instructors will walk through the elements of persuasion, introduce the concept of the message triangle and how to use it, show an example, and then work with participants to draft and edit their message to include the use of visual imagery. Speakers: Nell Callahan, SKDKnickerbocker and Kimberly Hudson, Claritas Creative

**Coaching** – Twenty five (25) minute individual leadership coaching sessions. Ten appointments available. Please contact [Laura@womeninadvocacy.com](mailto:Laura@womeninadvocacy.com) to reserve.

4:10 – 5:00 pm

Closing General Session

5:00 – 7:00 pm

**Excellence in Advocacy Awards & Reception** (hotel)

Everyday advocates are nominated in six categories. The field is narrowed down to three finalists in each category and one awardee in each category is announced at the reception. Nominations close on August 15, 2018.

[CLICK HERE](#) for details.

6:00 – 9:00 pm

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

Go Dutch with your colleagues for these casual dinners at local eateries. One group will go after the conference and another after the EIA reception.

### **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** - Show Me the Money: PAC Fundraising Best (and Worst) Practices. This panel discussion will explore lessons learned from associations, corporations and non-profits on unique events that add cash and cache to your organization. Speakers: Julie Conway, Viewpac, Ellie Shaw, American Express.

**Federal, State & Local Government Relations** - The boogeyman is coming: Emerging threats in lobbying disclosure and compliance Refresh your understanding of lobbying and campaign finance rules to avoid common pitfalls and stay out of trouble. Speakers: Amy Kellogg, of Harter, Secrest and Emery, LLP and Kate Belinski of Nossaman LLP

**Professional Development** – Using social media to build your brand

From Twitter to LinkedIn, learn how to balance your use of personal social media with your professional image.

**Bonus Session - The art of crafting a perfect online resume**

Learn what buzzwords can strengthen your chances of being noticed in today's digital age.

10:45 – 11:00 am

Networking Break

11:00 – 12:00 pm

**BREAKOUTS**

**Advocacy & Outreach** – Responsibility in the era of fake news  
News outlets, social media platforms and search engines have all developed tools to help root out fake news. Which resources best enable you and your stakeholders to consume and disseminate accurate news and information?

**Federal, State & Local Government Relations** - Policymaking in the Trump Era - This discussion will explore how approaches to policymaking during past administrations have evolved in the Tump Era. We'll start with a data-driven look at how the legislative accomplishments of the 115th Congress compare to previous congresses. Then we'll discuss how professionals across Washington—from K Street to Capitol Hill to the White House—are rethinking their tactics and strategies for impacting the issues they care about. Moderator: Libby Wuller, Quorum

**Professional Development** – Pay me like a man  
Get the topline results of the Government Relations Industry Compensation Survey being fielded this summer by Columbia Books and Information Services (CBIS) owner of Lobbyists.info. To take the survey, please [CLICK HERE](#). Speaker: Emma Griffin of CBIS

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  
BTDT is everyone's favorite session. Hear stories and get advice from top women in business, politics and media. Moderator: Elizabeth Bartz, State and Federal Communications

2:30 – 4:00 pm

*Optional networking mixer and farewell reception (hotel bar)*