

CAMPAIGN EXPO

**2016**  
**CAMPAIGNEXPO**  
**CONFERENCE**  
**JUNE 16, 2016**  
**WASHINGTON, DC**

REGISTRATION SPONSOR

**Eventbrite**<sup>TM</sup>

Moderators Speakers Facilitators

8:00AM - 9:15AM

## REGISTRATION AND BREAKFAST

9:15AM - 10:15AM ACADEMY HALL

### FINDING THE RIGHT CAMPAIGN MANAGER

It can be a dirty job, but someone has to do it. Hear from campaign managers from both political parties on how their role is evolving in modern campaigning, and what they look for in a candidate, organization, and from partners and vendors.

- M Shane D'Aprile, Campaigns & Elections @shanedaprile
- S Christy Gleason, Sr. Adviser, Sen. Chris Coons @christygleason
- S Lucinda Guinn, EMILY's List @lmgunn
- S Dean Petrone, GO BIG Media, Inc. @DeanPetrone
- S Adam Weiss, iHeartMedia @weisstinking

10:15AM - 11:15AM ACADEMY HALL

### OUR POLITICAL DISCOURSE STINKS. SO WHAT'S THE ROLE OF THE CAMPAIGN PROFESSIONAL?

Whether you're left or right, there's general agreement that the state of our political discourse is on the decline. So how much responsibility do political consultants bear? And does the ability to target increasingly smaller segments of voters, particularly online, marginalize larger portions of our electorate? In this session, we'll shine a light on the consulting profession.

- M Shane D'Aprile, Campaigns & Elections @shanedaprile
- S Jordan Lieberman, Audience Partners @Jslieberman
- S Ashley O'Connor, Strategic Partners & Media @AOPolitical
- S Kelly Gibson, Hamburger Gibson Creative @kgslive
- S Jason Torchinsky, Holtzman Vogel Josefiak Torchinsky PLLC @jbtorc
- S Will Ritter, POOLHOUSE @MrWillRitter

11:20AM - 12:05PM ACADEMY HALL

### POWER UP YOUR CAMPAIGN WITH THE LATEST INNOVATIONS IN DIRECT MAIL COMBINED WITH A MULTI-CHANNEL STRATEGY

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In today's media environment, if campaigns want to win they must employ a multiple media channel approach. In this session, sponsored by USPS, we'll address why direct mail is most effective when it's integrated across your entire campaign, and how to design and implement mail strategies that will lift all media channels.

- M Julie Heinrich, Weber Shandwick
- S Stacy Griggs, El Toro @stacygriggs
- S Mike Bann, BannBiz @bannmike
- S David Lewis, Snailworks @HailTheSnail
- S Robert Stuber, Americans for Prosperity @RobertStuber

12:15PM - 1PM ACADEMY HALL

## LUNCH

COURTESY OF



1:00PM - 1:45PM ACADEMY HALL

### OPPOSITION RESEARCH IN THE DIGITAL AGE

A modern political campaign means a campaign tracker at every event and a candidate who can never let their guard down. We'll examine how opposition research has transitioned to the digital age and hear from national groups on what tactics you can implement.

- S Amelia Chasse, America Rising @AmeliaChasse
- S Andy Hemming, Republican National Committee
- S Greg Scanlon, Point Loma Strategic Research @greg\_scanlon

1:00PM - 1:45PM ANGLE ROOM

### CREATING A ROBUST VOLUNTEER ORGANIZATION...AND MANAGING IT THE RIGHT WAY

Volunteers are often the life blood of a political or issue campaign. If sourced and managed properly, you can create a volunteer army to power your grassroots efforts.

- S Brandon Lorenz, Human Rights Campaign @bllorenz
- S Rob Jordan, American Medical Association
- S Bethany Wheatley, UK Conservative Party

1:00PM - 1:45PM VISTA ROOM

### MEASURE UP. UNDERSTANDING MEASUREMENT DIFFERENCES: TV VS. DIGITAL & MEDIA'S IMPACT ON VOTERS

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There's confusion in the industry about the differences between television and digital measurement, which can lead to misuse of data. In this session, TVB will present a simple and compelling roadmap to properly assess and compare the measurement of TV and digital platforms and provide marketers with questions to take to their media agencies. We'll also detail findings from "The Voter Funnel," new research that reveals remarkable insights into the impact of media on decision making.

- S Hadassa Gerber, TVB @hadassa\_gerber

2:00PM - 2:45PM ACADEMY HALL

### LESSONS FROM THE FRONTLINES OF ONLINE FUNDRAISING

Led by email, fundraising online remains a key source of dollars and energy for political organizations and campaigns. In this session, we'll hear case studies from successful and innovative online fundraising programs.

- M Shane D'Aprile, Campaigns & Elections @shanedaprile
- S Taryn Rosenkranz, New Blue Interactive @tarynrosenkranz
- S Madeline Twomey, Bully Pulpit Interactive @mad2me
- S Ryan Lyk, IMG @RyanLyk

**2:00PM – 2:45PM ANGLE ROOM****ROUNDTABLE DISCUSSIONS****#1: HIRING MANAGERS, UNITE**

Whether you're in a position of hiring for a campaign, issue group, association, or consulting firm, finding the right person is tough. Join us for a frank discussion of the challenges.

**F** Shane Greer, Campaigns & Elections @shanegreer

**#2: PICK A PLATFORM. ANY PLATFORM**

Your campaign's choices on social media can feel endless. So where does it make the most sense to engage?

**F** Shoshana Weissmann, The Weekly Standard @senatorshoshana

**2:45PM – 3:00PM****AFTERNOON BREAK****3:00PM – 3:45PM ACADEMY HALL****DEVELOPING AND TESTING NEW APPROACHES TO CAMPAIGNS**

Data and analytics are quickly advancing what's possible when it comes to political technology, but we're seeing innovation in other campaign disciplines, too. Whether it's direct mail, research, traditional advertising or even political phones, in this session you'll hear from strategists on the cutting edge of their disciplines.

**M** Shane Greer, Campaigns & Elections @shanegreer

**S** Zack Christenson, CrowdsKout @zackchristenson

**S** Kristy McKnight, Veritone @Veritone\_Ent

**S** Jenny Smuland, InStrat @InStratMedia

**S** Val Smith, Porpoise Data and Analytics

**3:00PM – 3:45PM VISTA ROOM****WORKSHOP: WRITING FUNDRAISING EMAILS**

When it comes to online fundraising, email remains at the top of the heap. So what's the key to writing and constructing an effective fundraising email? In this workshop, our email experts will critique email fundraising appeals and we'll test your email writing skills, too.

**M** Shane D'Aprile, Campaigns & Elections @shanedaprile

**S** Jen Harrington, Conservative Connector @jenharrington

**S** Jake Lippsett, Mothership Strategies @jakelippsett

**3:00PM – 3:45PM ANGLE ROOM****ROUNDTABLE DISCUSSIONS:****#1: ASK A DIGITAL AD EXPERT**

Navigating your digital advertising options can often feel like taming the Wild West. In this group discussion, we'll share ideas and talk through some of the challenges in the digital ad space.

**F** Colin Delany, Epolitics.com @epolitics

**#2: CAMPAIGN PLANNING**

Your campaign or issue effort will only be as good as the plan you develop to help reach your goal. In this group discussion, we'll talk about the elements of a responsive campaign plan.

**F** Joe Fuld, The Campaign Workshop @joefuld

**4:00PM – 4:45PM VISTA ROOM****RECRUITING AND HIRING MILLENNIALS IN POLITICS**

So-called Millennials currently make up 35 percent of the U.S. workforce, and that number will only grow. In this session, we'll look at how to recruit Millennials and get the most out of them on the campaign trail.

**M** Jake Williams, FedScoop @JakeWilliamsDC

**S** Carolyn Fiddler, Democratic Legislative Campaign Committee @cFidd

**S** Ashley Spillane, Impactual @aspillane

**S** Kendall Tucker, Polis @kendallhtucker

**4:00PM – 4:45PM ACADEMY HALL****MEDIA TRAINING FOR A DIGITAL AGE**

The modern news cycle is fleeting, making it all the more important for you to cut through the noise with the message from your campaign or cause. In this session, we'll talk about interacting with journalists (both online and off), dealing with a crisis, and making the most of your media exposure.

**S** Sue Zoldak, The Zoldak Agency @SueZoldak

**S** Zack Condry, The Brunswick Group @ZCondry

**S** Josh Nanberg, Ampersand Strategies @jnanberg

**4:00PM – 4:45PM ANGLE ROOM****WORKSHOP: PENNING A PERSUASIVE CANVASSING SCRIPT**

Campaigns spend so much time defining their targets and parsing their data, it can be easy to overlook the importance of developing a persuasive script for that face-to-face moment with voters. In this workshop, hear from experienced campaigners on making the most of door-to-door campaigning.

**M** Shane D'Aprile, Campaigns & Elections @shanedaprile

**S** Kouri C. Marshall, Democratic GAIN @KouriCMarshall

**S** Holly Turner, Stampede Consulting @hollyturner

**5:00PM – 5:45PM ACADEMY HALL****THE NEGATIVE AD BARRAGE IS COMING**

For all the talk of TV's decline, hundreds of millions will still be spent on ads in 2016. So if you're down the ballot, your negative messaging needs to be creative enough to break through. In this session, we'll dive into negative messaging with some of the media strategists who do it best, and demonstrate how to keep your opponent on their heels.

**M** Shane D'Aprile, Campaigns & Elections @shanedaprile

**S** Mark Putnam, Putnam Partners @PutnamTVAds

**S** Casey Phillips, RedPrint Strategy @CaseyPhillips1

**S** Rob Aho, Brabender Cox @robertaho

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