The Art of Political Campaigning
The 23rd Annual Campaign Training Seminar
June 1-3, 2006
Washington Marriott, 1221 22nd St NW, Washington, D.C.

For political professionals, candidates, campaign specialists and political junkies

CONFIRMED SPEAKERS
- John Zogby, Zogby International
- Joe Trippi, Trippi & Associates
- Robert Trayhnam, U.S. Sen. Rick Santorum
  - Flavia Colgan, MSNBC
  - Penny Lee, DGA
  - John Davis, DAVIES
- Michael Shannon, MANDATE
- Jeffrey Pollock, Global Strategy Group
- Doc Sweitzer, The Campaign Group
- Kimberly Scott, ConklinScott
- Rich Savage, Media Directions
- Ed Traz, thetrazgroup
- Frank Girolami, Labels & Lists
- Rob Jennings, American Event Consulting, Inc
  - JD Angle, The Tyson Organization
  - Jason Stanford, Stanford Research
- Ben Chao, Fletcher Rowley Chao & Riddle
- Michael Bassik, MSHC Partners
- Charlie Gerow, Quantum Communications

THE BEST GETS BETTER - The most comprehensive training seminar in the country. Learn everything you ever wanted to know about campaigning, fund raising, the Internet, polling, media, the press, telephones, voter files, voter ID, and much, much more…. Over 400 attendees at the 2005 event! Come and learn from the best in the business!

SPECIAL HOTEL RATES AVAILABLE - Contact the Washington Marriott at 202-872-1500

CAMPAIGNS & ELECTIONS

Seminar Registration Fees Include:
- 3 days of the best campaign training in the country
- Continental breakfast each morning
- Snacks and breaks each day with chips, cookies and sodas, etc.
- Cocktail reception including open bar and heavy hors d’oeuvres
- A one year subscription to Campaigns & Elections

Name(s): ________________________________________________________________

Company or University: __________________________________________________

Address: ________________________________________________________________

City/State/Zip: ___________________________________________________________

Phone: __________________ Fax: __________________

Fax registration form to Tracy Dietz at 703-778-4024

Payment must accompany form. Mail form and payment to:
Campaigns & Elections magazine, Seminar Dept., 1655 N. Fort Myer Drive, Ste. 825, Arlington, VA 22209
Contact Tracy Dietz at 703-778-4020 or tallman@campaignline.com for more information.

Sponsors & Exhibitors
Thursday, June 1, 2006

8:00am – 9:00am
Registration/Breakfast
Sponsored by: The Tyson Organization

9:00am – 10:00am
The 2008 Presidential Race

10:00am – 10:15am
Break

10:15am – 11:30am
Creating Your Campaign Strategy
Doc Sweitzer, The Campaign Group
The most basic tool is the strategy, which should provide a sturdy foundation for a campaign. Learn how to create the perfect outline for a successful campaign.

11:30am – 12:45pm
Lunch Break (on your own)

1:00pm – 2:30pm
Just Don’t Do It
Actions to avoid in a campaign
Jefrey Pollock, Global Strategy Group
No one ever said that running for office was easy. In fact, it may be the hardest thing an aspiring politician will ever do. In this session, you will learn the top 10 things not to do.

2:30pm – 2:45pm
Break

2:45pm – 4:00pm
Damage Control and Crisis Management
Michael Shannon, MANDATE Media
What do you do when your candidate is faced with a scandal? How do you defend yourself after a push poll? How do you respond when your opponent lies? How do you defend yourself against negative advertising? How do you use lawyers effectively? Get the answers to these questions and others here.

4:00pm – 6:00pm
Speaking to Win
John Davies, DAVIES
A strong ability to speak in public is one of the most valuable skills a politician can have. The key to continued success is the candidate’s ability to effectively communicate his or her message to a large audience. This session addresses how to communicate in a way that leads to victory.

6:00pm – 8:00pm
Rising Stars Reception
Sponsored by: The Next Big Thing

Friday, June 2, 2006

8:00am – 9:00am
Registration/Breakfast
Sponsored by: Labels & Lists

9:00am – 10:00am
A – Media Buying and Cable Advertising
Chuck Cowdrey, National Cable Communications
Figuring out where and what to buy confuses many campaigners. These speakers can shine a light on the best advertising options.

B – Calling All Councilmen, Mayors and Judges
Winning non-partisan, local, state and judicial elections
Gail Garbrandt, Ray C. Bliss Institute, National Trainer
Brett Sciotto, American Strategies
Small does not always mean easy. Learn how to strategize for small and state-level elections, and create a winning campaign.

C – Keep Your Friends Close, and Your Enemies Closer
How to talk to reporters
Robert Traynham, U.S. Sen. Rick Santorum
Flavia Colgan, MSNBC
Reporters can have great influence on voters. Learn how to befriend the press rather than antagonize it, and use reporters to your advantage.

D – Who Says You Can’t Be Yourself?
Using polls for message development and effective voter targeting
Jefrey Pollock, Global Strategy Group
Randy Gutermuth, American Viewpoint
Polls are often what capture voters’ attention regularly in a campaign season. Learn what polls can do for your campaign’s message and how they can be used to reach a specific voter demographic.

10:00am – 10:15am
Break

10:15am – 11:15am
A – Give and Take and Take and Take
The Fundraising plan step by step
Kimberly Scott, ConklinScott
The only way a political campaign can move from idea to reality is with financing. Raising money adds fuel to the machine. In this session, learn how to create a fund-raising plan from the ground up so the money flows in from day one to the eve of the election.

B – Painting a Picture
Direct mail: from concept to design to the voter
Rich Savage, Media Directions
Ed Traz, thetrazgroup
With the never-ending clutter that potential supporters find daily in their mailboxes, direct mail pieces face fierce competition. Good pieces must have what it takes to capture the attention of the voter. This session focuses on what information needs to be in a direct mail piece and how to make the piece look good enough to reach the voter.

C – Finding the Voter
Managing and using voter files
Frank Girolami, Labels & Lists
New technology has made electronic voter databases a reality, enhancing a campaign’s ability to reach scores of more individuals than before. This session focuses on how to best manipulate new resources to maximize the number of voters a campaign can reach.

D – War of the Worlds
Focus groups and tracking polls: how to use them to communicate your message
John Zogby, Zogby International
In an election year, every day is filled with information from focus groups and tracking polls. In this session, learn how to utilize the valuable information that they give you and how to frame your message around the data.

11:15am – 11:30am
Break

11:30am – 12:30pm
A – Meeting Ben Franklin Online
Fund raising on the Internet
Kami Razvan, Click&Pledge.com
No one can deny the power of the almighty dollar in a campaign. The key to raising money online is communication with your supporters. Learn how to effectively begin communication, continue it, and keep it going.

B – On the Radio
Creating effective radio spots
Michael Shannon, MANDATE Media
The radio has been a force in campaigning since the early part of the 20th century. Learn how to make this medium work for your candidate by creating a spot that gets the message to the listener in the most effective manner.

C – Understanding the Internet in Campaigns
Joe Trippi, Trippi & Associates
Nathaniel Pearlman, NGP Software
The Internet was an incredible force in the 2004 presidential campaign. In this session learn how to maximize its potential in future campaigns.

D – Ethnic Targeting
Targeting the Hispanic and Minority Voter
Annie Mayol, IMAGEN Strategies
Targeting is one of the key components of a campaign. It’s important to target your audience. This session will discuss how to target the minority voter.

12:30pm – 1:45pm
Lunch Break (on your own)

2:00pm – 3:00pm
A – Please Come to My Party
Direct mail fund raising
Getting voters to notice a candidate’s direct mail piece is one thing. Getting them to notice it enough to contribute to the campaign is entirely another. Learn how to design a direct mail piece that produces results, and more importantly, learn what not to include.

B – Video Killed the Radio Star
Effective political TV spots: the strategy behind the commercial
Gary Nordlinger, Nordlinger Associates, Inc.
Everyone remembers the Willy Horton ads from the 1988 presidential race. In this session learn how to make your candidate’s message just as effective, with and without the scare tactics.

C – Handling Bloggers and Using Them to Help Your Campaign
Taming the blogosphere is a time-consuming effort that involves reading and writing constantly. These prolific bloggers talk about the care and feeding of their brethren so you’ll know how to work with them during campaigns.

D – Newspapers
Newspapers have been major forums to introduce voters to politicians in campaigns. In this session, learn how to use this medium effectively.

3:00pm – 3:15pm
Break

3:15pm – 4:15pm
A – Money Does Not Grow on Trees
Fund-raising techniques and strategies: event fund raising
Rob Jennings, American Event Consulting, Inc.
The life bread of every campaign is money. Without it, you just have a candidate and a dream. This speaker tells his audience how to have a lucrative, entertaining campaign event.

B – Viral Marketing: It Spreads and Infects
It starts as an e-mail you send out about your candidate. Hopefully, it then fans out to many others, creating positive buzz. The speakers here tell you how to spread a good virus.

C – Making Friends and Stroking Your Enemies
Building your organization and developing coalitions
Marcel Weider, Policomm
It is hard to get elected without the support of the right friends. Fostering relationships with community leaders can help the smallest campaign get off the ground. In this session learn how to make the right friends in your community, and how to deal with your enemies to ensure that a campaign is successful.

D – ET, Phone Home!
Telephones for voter ID, persuasion, recruitment and GOTV
Mark Sump, The Next Big Thing
JD Angle, The Tyson Organization
The telephone has been a necessity in effective campaigning for decades. It can be used to flag potential voters, measure their attitudes, or to try to push them in a certain direction. Learn how to get the most out of this classic campaign tool.
4:15pm – 4:30pm  
Break

4:30pm – 5:30pm  
A – The Low Hanging Fruit  
Requesting money from special interest groups  
Marty Stone, Stones’ Phones  
Special interest groups exist for one purpose: to promote their agendas. Getting contributions from them is easy, as long as you promise to support their agendas. They exist to get people elected who will help them, and they will help you. Learn how to ask them for help the right way.

B – Ready, Aim, FIRE!  
Going negative: when, why and how  
Ben Chao, Fletcher Rowley Chao and Riddle  
A campaign would not be a campaign without some negativity. This session teaches you when it’s appropriate to “go negative,” how negative to be, and what to say.

C – Organize, Mobilize and Succeed  
Grass roots: how to use and abuse the intern  
William Greene, Rightmarch.com  
One of the most important divisions of a successful campaign is its grass-roots effort. Effective campaigns understand the importance of working from the ground up. The speakers here discuss how to organize a successful grass-roots wing of a campaign and turn that wing into one of a campaign’s most valuable assets.

D – Diggin’ for Dirt!  
How to find and use opposition research  
Jason Stanford, Stanford Research  
Nothing says “gotcha” to an opponent like finding good dirt. In this session learn how to find invaluable information about the opposition and how to best use it to boost your candidate’s campaign.

Saturday, June 3, 2006

8:30am – 9:00am  
Registration/Breakfast  
Sponsored by: MSHC Partners

9:00am – 10:00am  
A – Time is Money and Money Wins Elections  
How much items cost and negotiating budgets with consultants  
Chuck Adams, Adams & Company  
Penny Lee, Democratic Governors Association  
During a campaign, it seems everything needs money and everything is a priority. In this session learn how to plan a campaign budget that assures that money goes to and comes from all the right places.

B – Signage: What Colors Do I Use and Where Do I Stick Them  
Psychology and the subliminal effects of signage  
Micky Berardi, Signs Unlimited  
Does a red sign communicate something subliminally to a viewer? How about green? Here’s the opportunity to find out.

C – Keeping Your Skeletons In the Closet  
We all have a few rattling around. The trick is to keep those bones from falling out, especially into the hands of the opposition.

10:00am – 10:15am  
Break

10:15am – 11:15pm  
A – Selling an Elephant to a Donkey  
Persuasion direct mail: creative ideas  
Chuck Adams, Adams & Company  
It is not easy to change the mind of a voter. In this session learn to create a persuasive direct mail piece that will help nudge the voter to the other side.

B – The Power of the Spoken Word  
Outperforming your opponent in a debate  
John Davies, DAVIES  
Keeping your cool under fire and thinking quickly on your feet are two of the major things you’ll cover in this session about debates.

C – Micro Targeting and Getting Out the Vote  
Gerry Tyson, The Tyson Organization  
You can spend hours promoting yourself as the most viable candidate, but it is useless if the people don’t vote. Learn how to target your voters and get them to the polls on election day.

11:15am – 11:30am  
Break

11:30am – 12:30pm  
A – Internet Advertising  
Using banner ads and media effectively  
Michael Bassik, MSHC Partners  
People are blitzed with banners ads that unfurl across their computer screens every day. Making yours stand out is the mission of this session.

B – The RNC and DNC: Getting Love from the Parties  
Brian Donahue, Jamestown Associates  
They’re there all right, but how do you get the national parties to notice you, let alone help you? Find out here.

C – I’m a Star and Everyone Loves Me  
Appearing on television: how to hold your own  
Charlie Gerow, Quantum Communications  
Television appearances can make or break a campaign. Everyone has seen ridiculous clips of candidates on television. Learn how not to be “that guy” or “that gal” and ace every television appearance.