

## SOROPTIMIST LEGISLATIVE SUMMIT AGENDA

**Friday Evening Reception** – *Meet women currently serving in public office. Speak personally with your own representative, or someone who holds an office in which you are interested.*

- 5:30 p. m. Registration opens  
6:30 Reception begins (Heavy hors d'oeuvres; Cash bar)  
Speaker: Eileen Padberg – “Iraqi Women’s Initiatives”  
8:30 Reception ends

### **Saturday**

- 8:00 a. m. Registration opens. Light breakfast buffet available.  
8:45 Opening remarks  
9:00 – 10:30 Panel discussion with questions from the audience  
10:30 – 11:00 Break and opportunity to speak with panelists and partners  
11:00 – 12:00 First break-out session  
12:15 – 1:45 Lunch and speaker  
2:00 – 3:00 Second break-out session  
3:00 – 3:15 Break  
3:15 – 4:15 Third break-out session  
4:30 End

### **BREAK-OUT SESSIONS**

The following topics will be offered for the break-out sessions:

#### **1. Making the Decision to Run**

- Questions to ask
- Testing the waters
- Getting ready to run
- What groundwork have you already done?
- Balancing your life with politics

#### **2. Research**

- District research (area and demographics)
- Research timing (before you decide and after filing to run)
- Voter research
- Opposition research
- Candidate research (yourself)

- Analysis

### **3. Strategy, Message, Image, Communications**

- What is strategy?
- Strengths and weaknesses of your strategy and yourself as a candidate
- Theme of your campaign
- Targeting your audience
- Putting a positive spin on bad press

### **4. Developing and Executing a Campaign Plan**

- What the plan includes
- Evaluating the plan
- People to help you
- What to do when things go wrong

### **5. Budget and Fundraising**

- Your own financial commitment
- Selecting a treasurer
- Identifying potential donors
- Ways to raise money

### **6. How to get Started With Appointments**

- Laying groundwork to become a viable candidate
- What's involved in serving on a commission?
- How do you get appointed?