



The Leadership Institute

For conservatives who want to win

Event Planning Workshop

April 21, 2010

Arlington, Virginia 22201

Wednesday, April 21, 2010

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
6:00-6:30 PM	Registration and Dinner	<ul style="list-style-type: none">• Course materials, name tags• Dinner: Opportunity to meet and get to know your fellow classmates	Amanda Dehn Political Training Coordinator The Leadership Institute
6:30-6:45 PM	Welcome and Opening Remarks	<ul style="list-style-type: none">• Welcome remarks and mission overview of The Leadership Institute• Intro. of Training Coordinator and course participants• Course overview: course goals, outcomes, and agenda	Amanda Dehn
6:45-8:15PM	Event Planning 101	<ul style="list-style-type: none">• The basics of event planning• Raising the money!• High dollar fundraising events	Nancy Bocskor President The Nancy Bocskor Company, Inc.
8:15 -8:30 PM	BREAK and Photo		
8:30- 9:30 PM	Laying the Groundwork: Keys to Holding Successful Events	<ul style="list-style-type: none">• Conferences, rallies, and more!• Activating your membership• Small budget? No problem	Brendan Steinhauser Director, Federal and State Campaigns FreedomWorks
9:30 PM	ADJOURNMENT		

NOTES: