

# 2010 Virginia Campaign Communications Workshops

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***Virginia Beach • 11<sup>th</sup> September 2010***

***Crowne Plaza, 4453 Bonney Rd. • Exit 17-B off I-264***

***Presentations begin at 10:00 a.m.***

Learn how to communicate your values and ideas with the public while connecting on a personal level with individual voters. You will learn how to develop and deliver a compelling positive message and how to handle negative information as well.

Ideal attendees for this Campaign Communications Workshop are volunteers, community activists, elected or party officials, current or future candidates, and campaign managers.

The agenda for this half-day session covers the following lectures:

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| <b>10:00 – 11:00</b> | <b>The Real Nature of Politics<br/>Presenting a Compelling Message</b>                                  |
| <b>11:00 – 1:00</b>  | <b>Handling Negative Information</b>  |
| <b>1:00 – 1:45</b>   | <b>Personal Contact – Door-to-Door (lunch served)</b>   |
| <b>1:45 – 2:15</b>   | Bonus lecture for interested attendees:<br>Personal Contact – Phone Banking<br>Questions and Discussion |

Brief breaks will be taken at 11:00, 1:00 (when lunch will be served), and 1:45.

Instructors are experienced campaign professionals, and among the faculty is Morton Blackwell, founder and President of the Leadership Institute.

Registration for the workshop is \$20 and includes lunch. (Early registration is only \$10.) To register, visit: [www.LeadershipInstitute.org](http://www.LeadershipInstitute.org). For further information, contact Christopher Doss at [CDoss@LIMail.us](mailto:CDoss@LIMail.us) or (703) 247-2000.