

- 8am           **Welcome**  
                  **Keynote**
- 9:00am       **What Women Candidates Need to Know - Deb White**  
*Hear what the public thinks about women in office. Based upon the latest polls and research studies, find out what you need to know about public opinion.*
- 9:45am       **Are You Ready to Run?**  
Moderator: **Bonnie Palecek** Panelists: **Cheryl Long Feather, Justice Kapsner, Nancy Johnson, Sandi Tabor**  
*Hear from women in public office when they knew they were ready to run and what they learned from their experience.*
- 10:45am      **An Election Primer – TBA (Only 15 minutes)**  
*Review the election process for local and state office. Learn the steps you need to take to file for candidacy and get on the ballot.*
- 11:00am      **Launching Your Campaign - Susan Wefald**  
*Gain an overview of the key elements of a campaign, including assessing and establishing oneself as a candidate, developing a campaign plan, structuring a campaign organization, and voter contact*
- 12:00pm      **Luncheon & Address with Networking Opportunity and Question & Answer time**
- 12:45am      **Avenues to Public Office**  
Moderator: **Rose Stoller** Panelists: **Justice Maring, Shirley Meyer, Dot Frank, Julie Hudson-Schenfisch**  
*This panel of women will share their journeys to public office. Hear how to position oneself for appointment to a public board or commission, how to become active in a political party, and how to use effective advocacy techniques.*
- 1:45pm       **Fundraising Made Simple - Marty Boeckel**  
*Whether you're running for school board or the North Dakota Senate or for the US House of Representatives, you will need money to pay for flyers, signs, and ads. Learn how to secure the funding you need to run for office.*
- 2:45pm       **Social Media Strategies for Candidates, Campaigns & Advocates – Prairie Rose Seminole**  
*Internet outreach is a key aspect of today's political and advocacy campaigns. Online tools including blogs, social networking sites like Facebook and MySpace, Twitter, YouTube, and other online organizing and communications resources are increasingly important for getting campaign messages out to a broad audience of potential voters or stakeholders. Gain an overview of best practices and practical tips on how to create or enhance your online presence.*
- 3:45pm       **Message Training – Mandy Kubik**  
*Learn how to communicate your key message quickly, how to stay on message, and how to respond to tough questions.*
- 4:45pm       **Closing Keynote**