



**2019 Professional Women in Advocacy Conference – Breakthrough Advocacy
October 21-22, 2019
Marriott Metro Center – Washington, DC**

Schedule of Events

(subject to change)

Sunday, October 20

6:00 – 8:00 pm Out of town guest reception at Fire and Sage (hotel)

Monday, October 21

8:00 – 9:00 am Registration and Breakfast

9:00 – 9:15 am **Welcome Remarks:** Breakthrough Advocacy – the factors changing our industry. **Speaker: LeeAnn Petersen, CEO, Professional Women in Advocacy Conference**

9:15 – 10:05 am **Opening General Session TBD**

10:15 – 11:45 pm WORKSHOP BREAKOUTS – 90 MINUTES

Advocacy & Outreach – Drafting Content – Blogs, Press Releases, Op Eds, LTE's. – These days content is king. Learn how to write compelling content for communications, public affairs and thought leadership. **Speaker: Jean Card, Jean Card Ink, Sharon McBride, eBay, Maggie Sherouse, Senior Director, The Herald Group**

Federal, State & Local Government Relations – Congressional Procedure with Judy Schneider – Get unique insights on how legislation is made from the expert who trains Members of Congress and staff how Congress works. **Speaker: Judy Schneider, Congressional Desk Book**

Professional Development – Get to the Point! This interactive workshop helps advocates identify, hone, and effectively champion their most important points. **Speaker: Joel Schwartzberg, ASPCA**

Coaching - One-on-one individual leadership coaching sessions. Please contact Laura@womeninadvocacy.com to reserve.

11:45 – 12:00 pm

Networking Break - Stop by our sponsor booths

12:00 – 1:30 pm

WGR Networking Luncheon and Keynote Speech – The Voice of Leadership: Inspiring, Influencing & Achieving Results with Emotional Intelligence **Speaker: Sylvia Baffour, Founder, Sylvia Speaks**

1:30 – 2:25 pm

INFO BAR BREAKOUTS – 55 MINUTES

Advocacy & Outreach – Women Driving Advocacy - If you work in advocacy, you know that women drive nearly every grassroots mobilization effort. What does that mean for causes headed into 2020? **Speaker: Amanda Darman-Allen, Managing Director, Blue State Digital**

Federal, State & Local Government Relations – Civics 101 - More and more of the general public is engaged in advocacy. Learn how to communicate the advocacy process and celebrate your incremental wins with stakeholders. **Speaker: Jacki Ball, National PTA**

Professional Development – Fly-in Queens – Fly-ins are often seen as an administrative function. How can you use your fly-in to showcase your skills and make the case for advancement to a more substantive role in your job? **Speakers: Amaia Stecker, Pilar & Company; Mary Kate Cunningham, ASAE; Kristen Prather, CUNA; Kendra Ricks, National Corn Growers Association**

Coaching - One-on-one individual leadership coaching sessions. Please contact Laura@womeninadvocacy.com to reserve.

2:30 – 3:25 pm

INFO BAR BREAKOUTS – 55 MINUTES

Advocacy & Outreach – Human Factor - Tech makes advocacy convenient, but we can't overlook The Human Factor. Learn to harness the power of authentic interactions without human presence. **Speaker: Lindsay Donnelly, The Lukens Company**

Federal, State & Local Government Relations –

Measuring ROI of Your Government Affairs Efforts – Multiple factors impact your work and it is not always easy to quantify success and justify your existence. Learn best practices from peers how to measure inputs and outputs to better gauge the return on investment for your department, campaign or organization. **Moderator: Libby Wuller, Quorum**

Professional Development – Advocating for your brand - So you're a successful advocate, but do you use those same skills to advocate for yourself in the workplace? **Speaker: Christina Perez, Cruise Lines International Association, Adrienne Marks of Visa, Emily Duncan of National Grid, Courtney Hogan, Pet Industry Joint Advisory Council**

Coaching - One-on-one individual leadership coaching sessions. Please contact Laura@womeninadvocacy.com to reserve.

3:30 – 3:45 pm

Networking Break - Stop by our sponsor booths

3:45 – 4:45 pm

Closing general session – The Generational Shift in Advocacy - Hear from a young advocate, lobbyist and an elected official how advocacy is changing due to a greater number of young people engaging in the civic arena. **Moderator: Ximena Hartsock, Phone2Action**

5:00 – 7:00 pm

Excellence in Advocacy Awards & Reception
Everyday advocates are nominated in six categories. The field is narrowed down to three finalists in each category and one awardee is announced at the reception. For details visit http://womeninadvocacy.com/eia_awards/
Speaker: TBD

6:00 – 9:00 pm

Optional Dinner Dine Arounds
Go Dutch with your colleagues for these casual dinners at local eateries. One group will go at 6pm after the conference ends and the other will go at 7pm after the EIA awards.

Tuesday, October 22

8:30 – 9:00 am

Registration and Breakfast

9:00 – 10:00 am

Opening General Session – TBD

10:05 – 10:55 am

INFO BAR BREAKOUTS – 50 MINUTES

Advocacy & Outreach – GDPR, Data Privacy and Stakeholder Recruitment – It is a MYTH that granular consent will have a negative impact on engagement with supporters. Learn how data privacy can help you increase engagement. **Speaker: Sorcha Rochford, Nation Builder**

Federal, State & Local Government Relations -

#MostDiverseCongressEver Join leaders from professional societies of diverse lobbyists (H Street, Hispanic Lobbyists Association, Q Street, Women in Government Relations and Washington Government Relations Group (AfAm Lobbyists)) to find out how their approach to lobbying has changed or will change as more women and lawmakers of diverse backgrounds are elected. **Speakers: Marcus Mason, Liz Lopez, Lauren Wilson, Kate Schenk, Jocelyn Hong**

Professional Development – Trust and Thrive – Trust takes a life-time to build but easily destroyed in a blink of an eye. Be influential by building trusting relationships. **Speaker: Jodi Mitchell, Upsurge Advisors**

11:00 – 11:15 am

Networking Break - Stop by our sponsor booths

11:15 – 11:45 pm

CHANGE AGENT BREAKOUTS – 30 MINUTES

Advocacy & Outreach – Using Data to Drive Results in Public Affairs – Learn how to use meaningful and statistically significant data to design and show impact of public affairs campaigns. **Speaker: KayAnn Schoeneman, Managing Director, Ketchum**

Federal, State & Local Government Relations – Mapping the stakeholders behind 2020 presidential candidates - Examine the people and organizations surrounding 2020 contenders to understand the operatives, policy advisors, and political power centers driving campaigns. Anticipate future policies aligned with your cause and craft targeted

engagement strategies based on a candidate's networks.

Speaker: Rachel Topazian, Senior Director of Research, Network Science Initiative, National Journal

Professional Development – Go Getters and Goal Getters

- Two two kinds of women exist – the “Go Getters” & the “Goal Getters”. Both distinctly different but powerful when partnered together.

Speaker: Kiana Wheeler, Central Florida Commission on Homelessness

11:45 – 12:00 pm

Networking Break - Stop by our sponsor booths

12:00 – 1:30 pm

Luncheon Keynote – Speak with Impact - Command the Room and Influence Others – Your voice matters, especially as a leader. Every day, you have an opportunity to use your voice to have a positive impact--at work or in your community. You can inspire and persuade your audience--or you can distract and put them to sleep. **Speaker: Allison Shapira, Author, Speaker, Coach**

1:30 – 2:30 pm

Closing General Session

Been there Done That, Words of Wisdom from Women of Distinction - BTDT is everyone’s favorite session because it brings together senior level women to speak candidly about their experiences in the workplace and in life. **Moderator: Elizabeth Bartz, CEO, State and Federal Communications**

2:30 – 4:00 pm

Optional networking mixer and farewell reception (hotel bar)