

# SCHEDULE

## WITH KEY NOTE SPEAKER MATT ROBBINS FROM AMERICAN MAJORITY

### DAY ONE, FRIDAY, OCTOBER 23

3:30 PM WELCOME AND ANNOUNCEMENTS.....

#### ISSUES AND MESSAGING FORUM

3:40 PM FRAMING THE DEBATE.....

3:50 PM LIFE.....

4:15 PM MARRIAGE.....

4:40 PM THE CONSTITUTION .....

5:05 PM FAMILY .....

6:00 PM DINNER (ON SITE)

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#### EVENING CAMPAIGN SCHOOL

7:00 PM SPECIAL GREETING.....

7:25 PM LAYING THE FOUNDATION.....

8:00 PM TELLING YOUR STORY.....

9:00 PM WRITING A CAMPAIGN PLAN .....

10:00

PM DISMISS.....

### DAY TWO, SATURDAY, OCTOBER 24

8:00 AM DOORS AND REGISTRATION OPEN.....

8:45 AM CAMPAIGN SCHOOL RESUMES .....

9:00 AM ORGANIZING FOR VICTORY I .....

9:45 AM COUNTING THE COST .....

10:10 AM BREAK .....

10:20 AM ORGANIZING FOR VICTORY II .....

11:15 AM BIGGEST MISTAKES & Q & A.....

12:15 PM LUNCH BREAK.....

12:45 PM CAMPAIGN FINANCE REPORTING.....

FUNDRAISING.....

#### COMMUNICATIONS SEGMENT

1:30 PM CAMPAIGN COMMUNICATION.....

2:15 PM SOCIAL CAPITAL.....

3:00 PM FINAL REVIEW .....

3:15 PM DISMISS .....