

Innovate to Motivate Agenda at a Glance

		PAC	Grassroots	PAC & Grassroots / Science of Influence	Professional Development
MON Feb. 8	1:30 pm	Conference Registration			
	3:00 pm	Maximizing Your Innovate to Motivate Experience			
	3:15 pm	PAC Legal - Open Forum	Grassroots Lobbying Regulations	Team Competition: Persuasive Technology	<i>Choose 1 of 3 workstorms</i>
	4:45 pm	New Developments in Corporate Political Communications	Getting the Most from Your Lobby Day Event	New Best Practices Research Results: Winning Hearts and Minds 2010	<i>Choose 1 of 3 workstorms</i>
	6:30 pm	Welcome Reception			
TUE Feb. 9	7:30 am	Breakfast & I2M “Speed Dating”			
	8:30 am		Welcome to Innovate to Motivate 2010 Keynote Address: Juggling Elephants and Herding Cats		
	9:45 am	Developing PAC Communications that Stick	Keep it Simple for Return on Investment	<i>Choose 1 of 3 workstorms</i>	Why Type A’s Implode, Go Nuts and Do Stupid Things
	11:15 am	How to Achieve PAC Fundraising Longevity	<i>Choose 1 of 3 workstorms</i>	Preventing and Diffusing Stakeholder Hostility	The Innovation Revelation: It’s All About You!
	12:30 pm	LUNCH	LUNCH	LUNCH	LUNCH
	2:15 pm		Grassroots Campaigns Against the “Good Guys”	Telling a Better Story	The Innovation Revelation: It’s All About You!
	3:45 pm	PAC Town Hall	Reinventing Your Grassroots Program	Telling a Better Story	<i>Choose 1 of 3 workstorms</i>
	6:00 pm	Wine Tasting Class			