



2010 Campaign

Management Seminar



When:
April 17, 2010

Time:
8:30 a.m.—5 p.m.

Where:
Big Ten Room
Kellogg Hotel & Conference Center

www.hfs.msu.edu/kellogg
55 South Harrison Avenue
East Lansing, MI 48824
(517) 432-4000



Candidates, Campaign Managers, County Republican Activists

Register today to hear Republican operatives from across the nation share their political expertise and experience. Learn valuable campaign strategies, tips and practices at this informational seminar on the day-to-day operations of a campaign!

Cost : \$50 per person
(cost includes: breakfast, lunch & materials)

The Final day to Register is Monday, April

AGENDA	
8:30 AM	Registration/Breakfast
9 AM	Chairman Opening Remarks
9:15 AM	Working with State Party
9:30 AM	The Campaign Plan Learn how to develop a campaign plan, vote goals, budget and campaign structure.
10:30 AM	Communications Create a communications plan, gain earned media and work with local outlets to convey your message.
11:30 AM	Paid Media Learn what to spend money on. TV? Radio? Yard Signs? Campaign swag?
12:30 PM	Lunch
1:30 PM	New Media Learn how to effectively use the web and social media outlets (Facebook, Twitter, Ning) to convey your campaign message.
2 PM	Paid Voter Contact Learn when to use paid calls for ID and Turnout. Learn what type of Direct Mail fits the campaigns needs.
3 PM	Get-Out-The Vote Learn how to get your voters to the polls and how to handle the final days of your campaign.
4 PM	Fundraising Money, the driving force of a campaign. Learn how much you need and how to create a fundraising plan to set your budget.

Registration Form
(mail with payment or fax to 517.487.0090, or email to Jon Black, jblack@migop.org)

Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

County: _____

Email: _____

Phone: _____ Cell: _____

Employer: _____

Occupation: _____

Candidate for: _____

Campaign Manager for: _____

- County Member State Committee Member
 District Chair Other (Please Describe)

Please make _____ reservation(s) @ \$50

Credit Card Number: _____

Exp. Date: _____

Validation Code (3 Digit Number on Back): _____

(Circle) **VISA** **MASTERCARD**

Mark if paying by check:

Checks payable to:

Michigan Republican Party
Attn: Campaign Seminar
520 Seymour Ave
Lansing, MI 48933

Paid for by the Michigan Republican Party