

**Pennsylvania Conference for Young Progressive Leaders
March 25th & 26th - Philadelphia, PA**

Saturday, March 25th

All general sessions will be in the Liberty Ballroom.

Time	Group A	Group B	Group C	Group D
9:15 – 10:00	Registration and Breakfast			
10:00 – 10:45	Opening Welcome and Guest Speaker, Marco Ceglie, Billionaires for Bush			
10:45 – 11:00				
11:00 – 12:00	Creating a Youth-Driven Message	New Approaches to Youth Voting	Young Voter Education	Overcoming Challenges to Youth Voting
12:00 – 12:15				
12:15 – 1:15	Overcoming Challenges to Youth Voting	Creating a Youth-Driven Message	New Approaches to Youth Voting	Young Voter Education
1:15 – 1:30	Grab lunch!			
1:30 – 2:00	Lunch and Young People For National Voter Engagement Strategy			
2:00 – 2:15				
2:15 – 3:15	Young Voter Education	Overcoming Challenges to Youth Voting	Creating a Youth-Driven Message	New Approaches to Youth Voting
3:15 – 3:30				
3:30 – 4:30	New Approaches to Youth Voting	Young Voter Education	Overcoming Challenges to Youth Voting	Creating a Youth-Driven Message
4:30 – 4:45				
4:45 – 5:30	Small Group Report Backs Sharing our Message and New Approaches			
5:30 – 6:00	Closing			
6:15 and on	Dinner around Philadelphia			

Small Group Session Descriptions

Creating a Youth-Driven Message, Conference Room 301

How do we talk about the youth vote as young people? Participate in a workshop led by communication specialists and have fun creating our own message.

Overcoming Challenges to Youth Voting, Conference Room 302

Voting isn't always as simple as it should be. Hear stories from the trenches and talk about how we can overcome obstacles to expressing our right to vote.

Young Voter Education, Conference Room 304

We've all heard that it's important to vote, but how do we figure out who to vote for? Hear how people have taken their passion for youth voting and developed ways of educating others about elections.

New Approaches to Youth Voting, Conference Room 305

The tactics that got our parents and grandparents to be active voters won't necessarily work for us. Hear what's been done to creatively reach out to young voters and discuss what else we should do.

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Sunday, March 26th

All general sessions will be in the Liberty Ballroom.

Time	Campus Campaigns	Community Mobilization
9:00 – 9:30	Registration and Breakfast	
9:30 – 10:00	Welcome and Guest Speaker, Malia Lazu, Racial Justice Campaign	
10:00 – 10:15		
10:15 – 10:45	Three Phases of Field Campaigns	Overview of Election-Related Field Campaigns
10:45 – 11:15		Targeting and Tactics
11:15 – 11:45	Tactics	Communicating with Voters
11:45 – 12:15		
12:15 – 12:45	Building a Vote Coalition	Communicating with Voters
12:45 – 1:15		
1:15 – 1:30	Grab lunch!	
1:30 – 2:15	Lunch and Guest Speaker, Rev. Steven Baines, People for the American Way Foundation	
2:15 – 2:30		
2:30 – 3:00	Developing a Plan	(2:30 – 3:15) Building Election-Related Coalitions
3:00 – 3:30		Recruiting and Managing Volunteers
3:30 – 4:00		
4:00 – 4:30		
4:30 – 5:00	Organization Fair and Campus Next Steps	
5:00 – 5:30	Closing	

Training Session Descriptions

Campus Campaigns, Conference Room 301

Three Phases of Field Campaigns

Learn what the phases of a field campaign are and how they build on each other up to election day.

Tactics

In this session, we will cover basic campus organizing tactics used to register and mobilize students.

Building a Vote Coalition

Learn how to work with a diverse coalition of student organizations to organize the youth vote on your campus.

Developing a Plan

All field campaigns start with a plan – learn how to put one together for your campus!

Recruiting and Managing Volunteers

People-power! Learn how to find volunteers and keep them active in your campaign.



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Community Mobilization, Conference Room 302

Overview of Field Campaigns

Participants will learn about the 3 types of election-related field campaigns and how their goals differ. We'll also discuss the phases of a field campaign and the basic tactics that are used.

Targeting and Tactics

Participants learn how and why different types of election-related field campaigns target a select group of potential voters. We'll also brainstorm how campaigns can work to target young voters.

Communicating with Voters

Learn why it's important to have direct voter contact and how to do it effectively.

Building Election-Related Coalitions

Learn how-to develop and maintain relationships with other organizations that help you accomplish your campaign goals.

Recruiting and Managing Volunteers

Learn how to motivate volunteers and effectively plug them into campaign activities.

Personal Leadership Plan

We will share our personal leadership goals and receive feedback from trainers on how to achieve them.