



NATIONAL SUMMIT

@ THE RITZ-CARLTON

MARCH 29 30 31

WEDNESDAY 03.29

12:00 PM - 5:00 PM

Registration Desk Open

1:00 PM - 3:00 PM

Advanced Certificate Session

2:30 PM - 3:30 PM

Meet & Greet for New Members/First Time Attendees

3:30 PM - 5:00 PM

Opening Remarks, Keynote Speaker James Carville

Location: Lafayette Ballroom

6:00 PM - 7:00 PM

Welcome Reception

Location: Courtyard

THURSDAY 03.30

7:00 AM - 5:00 PM

Registration Desk Open

7:30 AM - 9:00 AM

SGAC Committee Meeting Breakfast

9:00 AM - 10:00 AM

General Session: Town Hall-Getting the Most out of your SGAC Membership

Facilitator: *Malcom Chapman, President, The Chapman Group*

Location: Lafayette Ballroom

10:15 AM - 11:15 PM

Concurrent Sessions (2)

1. Real Time Challenges, Real Time Answers*

Credit: *Lobbying 101*

Location: Broadmoor

2. Executive Engagement*

Credit: *Managing a State Government Affairs Department*

Location: Fountainbleau

11:30 AM - 12:30 PM

General Session:

White House Intergovernmental Affairs

Location: Lafayette Ballroom

12:30 PM - 2:30 PM

Lunch (philanthropic activity)



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THURSDAY 03.30 *(cont.)*

2:45 PM - 3:45 PM

Concurrent Sessions (2)

1. Media and The Legislative Campaign*

Credit: *Mounting a National Advocacy Campaign*

Location: Broadmoor

2. Marrying the PAC and Lobbying Worlds*

Credit: *Political Action Committees*

Location: Fountainbleau

4:00 PM - 5:00 PM

Public Speaking Roundtables* (same training in all rooms)

Credit: *Media/Communication Training*

Location: Evangeline, LaSalle and Orleans

5:30 PM - 6:00 PM

Second Line Kick Off

Location: First Floor Courtyard

6:00 PM - 9:00 PM

Dinner at Pat O's on the River

FRIDAY 03.31

8:00 AM - 12:00 PM

Registration Desk Open

9:00 AM - 10:00 AM

Breakfast & General Session: Determining the Metrics of Your Department

Location: Lafayette Ballroom

10:15 AM - 11:15 PM

Concurrent Sessions (2)

1. Managing Coalitions*

Credit: *Building and Managing Coalitions*

Location: Broadmoor

2. Ballot Measures*

Credit: *Legislative Process*

Location: Fountainbleau

11:30 AM - 12:30 PM

Closing General Session* Frank Abagnale (invited)

Credit: *Ethics/Ethical Leadership*

Location: Lafayette Ballroom