



Agenda At A Glance

Please note that there is a 15-minute break between each workstorm.

A “Live and Uncut” workstorm refers to a crowdsourced session. The discussion is generated by conference attendees with the assistance of a facilitator, or a faculty member provides a short presentation, followed by application discussions among workstorm participants.

Wednesday December 6	10:00 a.m.-5:30 p.m.	REGISTRATION <i>Bredesen Foyer</i>	
	1:30 – 1:45 p.m.	Welcome to Innovate to Motivate I2M Co-Chairs Katharine Emerson & Sharon Sussin How to Maximize your I2M Experience Amy Showalter, The Showalter Group, Inc. <i>Bredesen</i>	
	1:45-2:45 p.m.	Ask the Pollster: Tales from the Trail and Lessons for Going Against the Herd Robert Cahaly, Tralfagar Group	
	2:45 p.m.	BREAK	
	3:00- 4:00 p.m	PAC WORKSTORM FEC Update: The Times They are A-Changing Brett Kappel, Ackerman, LLC <i>McKissack 1</i>	GRASSROOTS WORKSTORM New Tactics for <i>Winning</i> Grassroots Campaigns Matthew Wright, Children’s Hospital Association Anne Simaytis, American Heart Association <i>McKissack 2</i>
	4:00 p.m.	BREAK	

Wednesday December 6 (continued)	4:15-5:15 p.m.	LIVE AND UNCUT PAC Town Hall Katharine Emerson & Sharon Sussin, I2M Co-Chairs <i>McKissack 1</i>	GRASSROOTS & PAC WORKSTORM Top 10 Tech Tools to Advance Your Mission Mark Bryant <i>McKissack 2</i>
	5:30 p.m.	THE INNOVATE TO MOTIVATE® SALON Salon Table Topics: Creating and Maintaining PAC Donor Incentive Programs , Finding Key Contacts, When to (and not to) Engage Consultants , Creating a PAC Communications Plan, Getting Value from Your Fly-In, Quantifying the Value of the Government Relations Function <i>Atrium</i>	
	6:30 p.m.	Innovate to Motivate® Dine Arounds	
Thursday December 7	8:00-8:30 a.m.	BREAKFAST <i>Bredesen</i>	
	8:30 a.m.	PROFESSIONAL DEVELOPMENT The Spartan Leader: The Altar of Leadership and Sacrifice Jason Beardsley	
	9:15 a.m.	BREAK	
	9:30- 10:30 a.m.	PROFESSIONAL DEVELOPMENT WORKSTORM Do Manners Matter in 2017? Learn the Tools for Business Etiquette that Will Advance Your Work Jessica Marventano and Catherine Wallace, Marvelously Well-Mannered <i>McKissack 1</i>	GRASSROOTS WORKSTORM Controlling the Narrative Through Strategic Social Media Platform Communications Pasquale Talarico, HashtagPinpoint <i>McKissack 2</i>
	10:30 a.m.	BREAK	
	10:45- 11:30 a.m.	LIVE & UNCUT GRASSROOTS & PAC WORKSTORM The Top 10 Research Findings You Need to Know and How to Apply Them to Your Political Involvement Programs Amy Showalter, The Showalter Group, Inc. <i>McKissack 1</i>	GRASSROOTS WORKSTORM Beyond Lobby Days: Pros, Cons and Implementation Strategies for In-District Legislator Events Kelly Kennai and Elizabeth Outten, Novant Health <i>McKissack 2</i>

Thursday December 7 (continued)	11:35 a.m. – 12:30 p.m.	PROFESSIONAL DEVELOPMENT WORKSTORM What Is Your Personal Brand Strategy? Jessica Marventano and Catherine Wallace, Marvelously Well-Mannered <i>Bredesen</i>	
	12:30 p.m.	LUNCH BUFFET PAC & GRASSROOTS PLENARY SESSION The Real Fake News: How to Communicate Through It and Persuade Over It Kelton Rhoads, PhD, University of Southern California <i>Bredesen</i>	
	2:00 – 2:30 p.m.	PLENARY SESSION Mike Ritland , Founder, Warrior Dog Foundation <i>Bredesen</i>	
	6:30 - 7:30 p.m.	Innovate to Motivate® Dine Arounds	
Friday December 8	8:00-9:30 a.m.	BREAKFAST 8:30 GRASSROOTS & PAC WORKSTORM The Attitude Adjustment: Why Creating “Favorable” Attitudes is Not Enough to Spur Support for Your Cause – the Challenges and Opportunities of “Attitude Ambivalence” Duane Wegener, PhD, The Ohio State University <i>Bredesen</i>	
	9:30 a.m.	BREAK	
	9:45- 10:45 a.m.	PAC WORKSTORM Benefits and Pitfalls of Peer-to-Peer PAC Fundraising Campaigns Ted Burnes, American College of Radiology Atalie Ebersole, Grant Thornton LLP <i>McKissack 1</i>	GRASSROOTS WORKSTORM Leveraging Grassroots Influence in the Regulatory Arena Nancy Hammer and Meredith Nethercutt, Society for Human Resource Management <i>McKissack 2</i>
	10:45 a.m.	BREAK	
	11:00 a.m. – 12:00 p.m.	GRASSROOTS WORKSTORM How Communications with Congress is Changing: New Research Shows New Approaches Needed to Succeed Dr. David Rehr, George Mason University	
	12:15 p.m.	LUNCH & INNOVATION AWARDS <i>Armstrong 2</i>	