

TEXAS DEMOCRATS

3 - 4 PM **Breakout Session II:**

Candidates that Have Won: Expanding your Online Reach
Tanene Allison, Communications Director TDP
Tessa Simonds, Digital Strategist TDP

Candidates that Haven't Won: VAN - It's Your Winning Ride
Will Zigler, Data Director, TDP
Jow Bowen, Regional Political Director, TDP

4 - 5 PM In the Red: How Do Democrats Win Republican Districts?
Valerie Berlin, Principal, Berlin and Rosen
Roman Levit, Senior Strategic Consultant, Berlin and Rosen

5 - 6 PM **Breakout Sessions III:**

Discussion About Persuasive Direct Mail
Berlin and Rosen
Gold Communications
Map Political Communication

Polling, Pollsters and Data
Andrew Myers, Myers Research and Strategic Services

7 - 9 PM Social Event
Details TBD

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Sunday, October 6th, 2013

- 8-9 AM Breakfast / Registration
- 9 - 10 AM Volunteers, Activists and Block Walking: Building a Grassroots Team
Jonae Wartel, Training Director, Association of State Democratic Chairs
- 10 - 11 AM **Breakout Sessions IV:**
- Winning Urban Races: How They're Different and How They're Not.
Valerie Berlin, Principal, Berlin and Rosen
Roman Levit, Berlin and Rosen
- Messaging Post Session
Emily Amps, Chief of Staff, State Representative Chris Turner
Stephanie Chiarello, Executive Director, Senate Democratic Caucus
Roger Garza, Chief of State, State Representative Mary E. Gonzalez
- 11 - 12 PM Fundraising Break Out Panels
- Candidates that Haven't Won: How Do I Fund My Race
Jenny Ajluni, Major Gifts Coordinator, TDP
Nick Hornsberry, Sustaining Membership Coordinator, TDP
- Candidates that Have Won: Taking Fundraising to the Next Level
Will Hailer, Executive Director, TDP
- 12 - 1 PM Lunch
- 1 - 4 PM Strategic Communications: Proven Neuroscience Behind Persuading Voters
Brandon Fureigh, Director of Training, Truman National Security Project
Bradley Elkins, Political Director, Truman National Security Project
- 4 - 4:30 PM Building Relationships with the Press
Tanene Allison, Communications Director, TDP
- 4:30 - 5 PM Closing