



Women bringing women into the power center.

Communications & Messaging September 25, 2010

Elizabeth Fison – Facilitator

- 10:00 AM Welcome & Introductions
- Jennifer Lawless, *Women & Politics Institute*
- 10:15 AM What is an Effective Message?
- Amy Weiss, *Point Blank Public Affairs*
- 11:00 AM Communicating Your Message: Public Speaking
- Sui Lang Panoke, *Women, Politics, Media*
- 11:45 AM Working Lunch: Your Elevator Pitch (work in 5 groups)
- Elizabeth Fison, *Brunswick Group*
 - Sui Lang Panoke, *Women, Politics, Media*
 - Carolyn Pierce, *NJI New Media*
 - Monica Thammarath, *Southeast Asia Resource Action Center*
 - Bethany Vensel, *Republican Majority for Choice*
- 12:45 PM Elevator Pitch Presentations
- Elizabeth Fison, *Brunswick Group*
- 1:00 PM Writing Press Releases and Op-Eds
- Sui Lang Panoke, *Women, Politics, Media*
- 1:45 PM Communications Careers in Washington
- Lindsey Mask, *Communications Director for the Office of Congressman Buck McKeon*
 - Linda Kramer Jennings, *Glamour*
 - Shira Toeplitz, *Politico*
- 2:45 PM Bio Assignment and Wrap-Up
- Pamela Riis, *Women & Politics Institute*