



WeLEAD *Women bringing women into the power center.*

WOMEN & POLITICS INSTITUTE

## Campaigns & Elections January 25, 2014

- 10:00 AM Introductions & Announcements
- Diane Hsiung, *Women & Politics Institute*
- 10:15 AM The Candidate Emergence Process
- Jennifer Lawless, *Women & Politics Institute*
- 11:30 AM The Components of a Campaign
- Field: Bailey Childers, *AFSCME*
  - Finance: Jessica O'Connell, *Center for American Progress*
  - Polling: Donna Victoria, *Victoria Research & Consulting*
- 12:30 PM Working Lunch: Covering Women Candidates
- Pema Levy, *Newsweek*
- 1:30 PM Careers in Campaigns
- Jess McIntosh, *EMILY's List*
  - Jessica Taylor, *The Hill*
- 2:45 PM Wrap-Up
- Diane Hsiung, *Women & Politics Institute*