



WeLEAD *Women bringing women into the power center.*

WOMEN & POLITICS INSTITUTE

Campaigns & Elections January 28, 2012

- 10:00 AM Introductions & Announcements
- Erica Best, *Women & Politics Institute*
- 10:15 AM The Candidate Emergence Process
- Jennifer Lawless, *Women & Politics Institute*
- 11:15 AM The Components of a Campaign
- Moderator: Sui Lang Panoke, *Women, Politics, Media*
 - Field: Bailey Childers, *AFSCME*
 - Finance: Jess O'Connell, *Center for American Progress*
 - Press: Jessica Brady, *Roll Call*
- 12:30 PM Working Lunch: Covering Women Candidates
- Pamela Stevens, *The Last Word with Lawrence O'Donnell*
- 1:30 PM Careers in Campaigns
- Moderator: Michelle Bekkering, *Women's Democracy Network*
 - Jess McIntosh, *EMILY's List*
 - Cheyenne Shaffer, *Mission Control*
 - Sarah Simmons, *S2 Consulting*
 - Stefanie Conahan, *Gillibrand for Senate*
- 2:45 PM Wrap-Up
- Erica Best, *Women & Politics Institute*