

PROGRAM AT A GLANCE

Washington, DC OCTOBER 19TH

Marriott Wardman Park Hotel

TIME	EVENT
7:30 a.m. – 8:30 a.m.	Registration and Continental Breakfast
8:30 a.m. – 8:45 a.m.	Welcome & Thank Sponsors
8:45 a.m. – 9:45 a.m.	Technology Trends: Don't get caught using sticks and stones! Learn what's coming down the pike from the industry leading experts. The future sees online video as hot, hot, hot in 2010! You can do more with your cell phone than you would believe. Town Halls are going Grassroots and online. This is a panel you won't want to miss!
9:45 a.m. – 10:15 a.m.	Keynote Speech
10:15 a.m. – 10:45 a.m.	SPONSOR SHOWCASE
10:45 a.m. – 11:45 a.m.	3 Case Studies. Something New! AAPC presents a series of 3 case studies from the pros in candidate and issue advocacy campaigns. Learn what they did to achieve success and apply their tactics to your next campaign.
11:45 a.m. – 1:00 p.m.	Lunch on your own
1:00 p.m. – 2:15 p.m.	TV is Still the Biggest Part of a Campaign's Budget: What are the new 'Trends in TV'? Learn the TV trends and technology changes that are coming and how they will affect your campaigns. Discussion will include changes in how people watch TV, the potential impact of 3-D, interactive and net-enabled TV on campaign advertising, and the ability to target key demographics in cable markets.
2:15 p.m. – 2:45 p.m.	SPONSOR SHOWCASE
2:45 p.m. – 4:00 p.m.	Move Over Politicians! Transfer winning campaign tools to the grassroots advocacy campaign market. Leading consultants from both sides of the aisle discuss how political campaign methods are being used to ramp up today's new grassroots and advocacy campaigns.
4:00 p.m. – 5:00 p.m.	All Eyes are on the Virginia Governor's Race. With only a few weeks to go, the eyes of the nation will be on this new battleground state. Hear what the key players on those campaigns as well as the media pundits are saying about: "Who's Going to Win?"
5:00 p.m. – 6:00 p.m.	Cocktail Party and Networking Event

For more information, contact Angela McMillen, AAPC Executive Director
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