

PROGRAM AT A GLANCE

Sacramento, California OCTOBER 5TH

Sheraton Grand Sacramento

| 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. | Initiatives and Referenda 2010: What are the hot issues and referenda coming up on the horizon? Key players in these races will discuss the topics they believe will be at the forefront of people’s minds next year and what their impact on California and the nation will be. |
| 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. | Crisis Management: What Do You Do When Things Go South? Experts in the art and science of crisis and scandal management discuss best practices for maintaining your client’s reputation when things go south. |
| 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. | 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! |
| 4:00 p.m. – 5:00 p.m. | Handicapping the Hot California Races: Who’s the Next Governor? What about District 10? What are the experts saying about who’s going to win? Enjoy an in-depth look at these exciting races and the stakes that are involved. |
| 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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