

| TIME                 | SESSION TOPIC                      | KEY DISCUSSION POINTS                                                                                                                                      | PRESENTER                                                                   |
|----------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 11:00-11:15 AM       | Welcome                            | <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Agenda Overview</li> </ul>                                                               | Josh Emerick<br>Deputy Grassroots Director<br>Leadership Institute          |
| 11:15-12:00 PM       | Growing Your Organization          | <ul style="list-style-type: none"> <li>• Mission, Vision, Values</li> <li>• Recruit and Retain</li> <li>• Activate &amp; Mobilize</li> </ul>               | Jim Reavis<br>Senior Faculty<br>Leadership Institute                        |
| <b>12:00-1:00 PM</b> | <b>LUNCH</b>                       |                                                                                                                                                            |                                                                             |
| 1:00-1:45 PM         | Building Coalitions                | <ul style="list-style-type: none"> <li>• Working Through Strengths and Weaknesses</li> <li>• Nine Classic Points</li> <li>• Developing the Plan</li> </ul> | Chris Faulkner<br>Senior National Strategist<br>Majority Strategies         |
| 1:45 -2:30 PM        | Leadership vs. Management          | <ul style="list-style-type: none"> <li>• Identifying Talent</li> <li>• Roles, Responsibilities, Expectations</li> <li>• Achieving Goals</li> </ul>         | Jim Reavis<br>Senior Faculty<br>Leadership Institute                        |
| <b>2:30-2:45 PM</b>  | <b>BREAK</b>                       |                                                                                                                                                            |                                                                             |
| 2:45-3:30 PM         | Social Media Bootcamp for Boomers  | <ul style="list-style-type: none"> <li>• Best Practices</li> <li>• Targeting Audiences</li> <li>• Extending Your Reach</li> </ul>                          | Angela Faulkner<br>Grassroots Director<br>Leadership Institute              |
| 3:30-4:00 PM         | Christian Leaders Program Overview | <ul style="list-style-type: none"> <li>• Overview of LI's Christian Leaders Program</li> <li>• Preview of Saturday Workshop</li> </ul>                     | Amanda Spiers, Leadership Institute<br>Isaac Faulkner, Leadership Institute |



**Illinois Conservative Leaders Conference**  
**Day 2 of 2 (Saturday, May 25<sup>th</sup>, 2024)**  
 Collinsville, Illinois

\*Topics subject to change

| TIME                              | SESSION TOPIC                                                                                                | KEY DISCUSSION POINTS                                                                                                                                                                                                             | PRESENTER                                                                                                                                                                                                                 |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00-9:45 AM                      | Communications Plan & Strategy                                                                               | <ul style="list-style-type: none"> <li>• Research</li> <li>• Setting Strategic Goals</li> <li>• Developing Your Plan</li> </ul>                                                                                                   | Rob Burgess<br>Chief Strategist<br>Connector Labs                                                                                                                                                                         |
| 9:45-10:30 AM                     | Panel:<br><i>Conservative Messaging in the Land of Lincoln: Where Have We Been &amp; Where Are We Going?</i> | <ul style="list-style-type: none"> <li>• Historical Results of Messaging in Illinois</li> <li>• Current Methods of Messaging in Illinois</li> <li>• Best Recommendations for Moving Forward with Messaging in Illinois</li> </ul> | Josh Emerick, Leadership Institute<br>Chris Faulkner, Majority Strategies<br>Angela Faulkner, Leadership Institute<br>Rob Burgess, Connector Labs<br>Jim Rule, Tazewell County Chair<br>Larry Smith, LaSalle County Chair |
| 10:30-11:00 AM                    | Get-Out-The Vote (GOTV) Overview                                                                             | <ul style="list-style-type: none"> <li>• Robust Early Vote Strategy</li> <li>• Final Push</li> <li>• Future Available GOTV Trainings</li> </ul>                                                                                   | Angela Faulkner<br>Grassroots Director<br>Leadership Institute                                                                                                                                                            |
| 9:00-11:30 AM<br>In Breakout Room | Christian Leaders Program                                                                                    | <ul style="list-style-type: none"> <li>• Christian Leadership Program for Students</li> </ul>                                                                                                                                     | Amanda Spiers, Christian Leadership Program Manager<br>Leadership Institute<br><br>Isaac Faulkner, Christian Leaders Program Coordinator<br>Leadership Institute                                                          |