

— EEI —

# CAMPAIGN INSTITUTE

*A Partnership With Georgetown University*

## DAY 1: Monday, December 9 (Hariri Building 450)

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12:00 p.m.–1:00 p.m. **Lunch**

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1:00 p.m.–1:15 p.m. **Welcoming Remarks**

- **Phil Moeller**, Executive Vice President, Business Operations Group and Regulatory Affairs, Edison Electric Institute
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1:15 p.m.–2:00 p.m. **Introductions & Setting the Stage**

Georgetown Professor Sam Potolicchio will provide an overview of the course as well as the elements of a campaign.

- **Dr. Sam Potolicchio**, Director of Global and Custom Education, McCourt School of Public Policy, Georgetown University
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2:00 p.m.–2:30 p.m. **Enduring and Emerging Industry Issues**

- **Brad Viator**, Executive Director, External Affairs, Edison Electric Institute
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2:30 p.m.–3:30 p.m. **Threat Assessment**

From the geopolitical to the sub-national, understanding the macro-trends and risks in the 21st century for leaders will be the focus of our discussion.

- **Gerry Gunster**, Gunster Strategies
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3:30 p.m.–3:45 p.m. **Break**

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3:45 p.m.–5:00 p.m. **Polling and Public Opinion Research**

Measuring public sentiment is critical. This session will explore the components of polling and public opinion research and how to best apply them to your company's campaign. Jeffrey Pollock is Founding Partner and President of Global Strategy Group, one of the nation's premier strategic research and communications firms. His firm is the largest Democratic polling firm in the country serving presidential candidates, governors, members of Congress, leading advocacy organizations, and Fortune 100 companies. This session will explore the components of polling and public opinion research and how to best apply them to your company's campaign.

- **Jefrey Pollock**, Founding Partner and President, Global Strategy Group
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5:00 p.m. –6:00 p.m. **Global Threat Assessment**

The geopolitical environment is the most dangerous it's been in decades. This session will focus on anticipating and understanding risk, but also uncovering strategic options and opportunities.

- **Meredith Sumpter**, Head, Research Strategy & Operations, Eurasia Group
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6:00 p.m.–6:30 p.m. **Welcome Reception at Georgetown University**

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## DAY 2: Tuesday, December 10 (Hariri Building 450)

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6:00 a.m.–7:00 a.m.	<b>Soul Cycle Class (1042 Wisconsin Ave NW, Washington, DC 20007)</b>
8:00 a.m.–8:45 a.m.	<b>Breakfast</b>
8:45 a.m.–10:00 a.m.	<b>Politics and Persuasion: 2020 Landscape</b>  A deep dive into how organizations can figure out how to tell their story in order to break through the ever-changing media landscape. <ul style="list-style-type: none"><li>▪ <b>Mo Elleithee</b>, Executive Director of Georgetown University's Institute of Politics and Public Service</li></ul>
10:00 a.m.–10:15 a.m.	<b>Break</b>
10:15 a.m.–11:15 a.m.	<b>Communicating with Special Interests</b>  This session will focus on tools and tactics for communicating with specific stakeholders and interest groups. <ul style="list-style-type: none"><li>▪ <b>Clyde Wilcox</b>, Professor in the Government Department, Georgetown University</li></ul>
11:15 a.m.–11:30 p.m.	<b>Break</b>
11:30 a.m.–12:30 p.m.	<b>Preparing for Battle in Peacetime</b>  In today's political and media environment, a robust rapid response operation is just as important to business organizations as it is to political campaigns. A strong operation consists of comprehensive research, media monitoring, planned statements, real-time updates and responses, and strategic relationships with key reporters and stakeholders. Companies should build this critical function into their communications strategy in order to manage emerging public relations threats that could affect their reputation and profitability. <ul style="list-style-type: none"><li>▪ <b>Mary Cheney</b>, Managing Partner, New Troy Strategies</li></ul>
12:30 p.m.–1:30 p.m.	<b>Lunch</b>
1:30 p.m.–2:45 p.m.	<b>How to Reach and Persuade your Target Audience</b>  This session provides a broad overview of what a media team can and should deliver in a campaign. You will also get an insiders take on the key questions you should be asking when selecting a team to lead your campaign. <ul style="list-style-type: none"><li>▪ <b>Liesl Hickey</b></li></ul>
2:45 p.m.–3:15 p.m.	<b>Class Photo</b>
3:15 p.m.–6:30 p.m.	<b>Monuments Tour</b>
6:30 p.m.–8:30 p.m.	<b>Dinner on Your Own</b>

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## DAY 3: Wednesday, December 11 (Hariri Building 450)

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8:00 a.m.–8:45 a.m. **Breakfast**

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8:45 a.m.–10:00 a.m. **Advocacy Legal Considerations**

The best advocacy campaign can quickly derail into a legal and public relations nightmare if you don't comply with the law. This session will provide an overview of the complex legal compliance landscape surrounding issue advocacy campaigns at the state and federal level, including disclaimer requirements for media buys, funding independent expenditures, establishing and working with advocacy coalitions and other outside groups, interacting with government officials, social media campaigns, and engaging internal and external stakeholders. We will discuss best practices drawn from real-world examples to keep your campaign on the right track. We also will discuss the best ways to secure C-suite buy-in for major campaigns.

- **Kate Belinski**, Partner, Ballard Spahr
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10:00 a.m.–10:15a.m. **Break**

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10:15 a.m.–11:15a.m. **CSR: Or How to Avoid a Campaign**

CSR is a critical tool for integrating companies with the community, engaging with key stakeholders in a meaningful way, and creating “shared value.” This session will provide participants with an understanding of the positive feedback loop that comes with smart and strategic CSR investments.

- **William D. Novelli**, Founder, Global Social Enterprise Initiative  
Distinguished Professor of the Practice, Georgetown University
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11:15 a.m.–12:00  
p.m.

**The Social Media Landscape**

Two-thirds of Americans get their news from social media. Social media continues to evolve and the attention of the audiences continues to shift. For advocacy, social media represents a great opportunity: you have an engaged audience fired up and discussing issues that matter to them. Strategies to gain attention, influence behavior, and get action will be at the center of this session.

- **Amos Snead**, Adfero
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12:00 p.m.–1:00 p.m. **Lunch**

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1:00 p.m.–2:30 p.m. **Combatting Fake News: How to Leverage Media to Generate Goodwill**

Immediate response in a crisis comes with its own risks. How can executives implement the right communications strategy when an unforeseen event arises?

- **Michael Steel**, Partner at Hamilton Place Strategies
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2:30 p.m.–4:15 p.m. **Arizona Propisition 127 Case Study**

Jessica Pacheco led the campaign to defeat Proposition 127 in Arizona in 2018, which would have enshrined a mandate for 50-percent renewable energy by 2030 in the state constitution. Pacheco will recap the 2018 campaign and the events leading up to it, and share her perspectives on the political landscape impacting the electric power industry. She will provide insights into when, why, and how to support a political campaign, suggestions on Board engagement and communication strategies, and lessons learned on how to run an effective campaign.

- **Jessica Pacheco**, Vice President, External Affairs, Arizona Public Service

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4:15 p.m.–4:30 p.m. **Break**

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4:30 p.m.–6:00 p.m. **Negotiations Part I: Strategic Alliances**

Delve into the importance of identifying and cultivating strategic relationships, and how to leverage them for your campaign.

- **Brooks Holtom**, Professor, Georgetown University & Senior Associate Dean, Strategy, Finance, and Organization

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6:00 p.m. **Dinner on Your Own**

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## DAY 4: Thursday, December 12 (Hariri Building 450)

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8:00 a.m.–8:45 a.m. **Breakfast**

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8:45 a.m.–9:45 a.m. **Public Affairs**

When crisis hits, the internal dynamics among key stakeholders can make it impossible to define and execute the best strategy. Should we respond? When should we respond? How should we respond? Through the lens of a real-world crisis, participants will evaluate the typical players inside the war room to help them identify, anticipate, and avoid key obstacles to effective decision-making. We then will look at key external audiences to explore why many crisis responses often go wrong, and what tools you can use to get responses right the first time.

- **Michael Maslansky**, CEO, Maslansky + Partners
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9:45 a.m.–10:30 a.m. **Social Media: A Critique of the Moment**

We live in a marketing culture where the goal of getting the correct content in front of the correct target at the correct time has been exponentially aided by the accelerated use of data and targeting to find and reach audiences. This ability to hyper target audiences and delivery mechanisms has outpaced improvements in creating culturally compelling content for those same audiences.

- **Brandon Davis**, Managing Director, GPS Impact; Previously Chief of Staff for the Democratic National Committee
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10:30 a.m.–10:45 a.m. **Break**

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10:45 a.m.–11:45 a.m. **Building a Grassroots Network**

Grassroots experts will provide a comprehensive overview of grassroots development. Key topics include: identifying allies, persuadables, and opposition elements; engaging non-traditional allies and effectively communicating with many different organizations and cultures within the corporation's strategic environment; selecting, motivating, training, and deploying interested supporters for grassroots action in campaigns, at public forums, before decision-makers and within coalitions; pushing back against protest opposition.

- **Mike Monroe**, Chief of Staff, North America's Building Trades Unions
  - **Nick Baldick**, Founder & Managing Partner, Hilltop Public Solutions
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11:45 a.m.–1:00 p.m. **Lunch**

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1:00 p.m.–3:00 p.m. **Negotiations Part II: Case Studies**

Review examples of successful negotiation situations.

- **Professor Brooks Holtom**, Professor, Georgetown University & Senior Associate Dean, Strategy, Finance, and Organization
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3:00 p.m.–3:15 p.m. **Break**

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- 3:15 p.m.–4:45 p.m.    **Ohio House Bill 6 Case Study**
- **Joel Bailey**, Vice President, State & Local Affairs and Economic Development, FirstEnergy
  - **Kenny Holland**, Founder and President, Holland Consulting, Inc.
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5:00 p.m.–5:45 p.m.    **Cocktails at 1789 (1226 36<sup>th</sup> St NW, Washington, DC 20007)**

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6:00 p.m.–8:00 p.m.    **Dinner at 1789 (1226 36<sup>th</sup> St NW, Washington, DC 20007)**

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## DAY 5: Friday, December 13 (Hariri Building 130)

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8:00 a.m.–8:45 a.m.     **Breakfast**

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8:45 a.m.–10:15 a.m.     **Campaigns in Action**

The session will review key recommended steps for corporations to take when preparing for ballot measure campaigns, including internal and external protocols and processes. This review will be followed by a discussion of ballot measure communication methodologies, including viewing and discussing various political advertisements in different campaigns.

- **Tony Sanchez**, Executive Vice President, Business Development and External Relations, NV Energy
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10:15 a.m.–11:15 a.m.     **Crisis Management**

In the current digital age, the fundamental nature of controversy and crisis is viral, rendering once-mighty organizations and individuals powerless against scandal. This session will discuss the dynamics of the kinds of controversies that bring businesses to their knees, demystify the clichés that have governed crisis management thinking for decades, and offer a realistic framework for managing today’s reputational assaults.

- **Eric Dezenhall**, CEO and Co-Founder, Dezenhall Resources
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11:15 a.m.–11:20 p.m.     **Closing Remarks**

- **Tom Kuhn**, President, Edison Electric Institute
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11:20 p.m. –12:00 p.m.     **Course Wrap Up**

- **Sam Potolicchio**, Director of Global and Custom Education, McCourt School of Public Policy, Georgetown University
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12:00 p.m.     **Grab & Go Lunch**

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