



**FRONT LINE LEADERS ACADEMY**  
JANUARY 16-18<sup>TH</sup>, 2015  
WASHINGTON, DC

**GRADUATION WEEKEND**

**DAY ONE FRIDAY, JANUARY 16<sup>TH</sup>**

<b>8:00 AM – 8:30 AM</b>	<b>Breakfast</b>
<b>8:30 AM</b>	<b>Field Plan Submission</b>
<b>8:30 AM – 9:00 AM</b>	<b>Opening Remarks</b>
<b>9:00 AM – 10:30 AM</b>	<b>Opposition Research</b> <i>Trainer: Steve D’Amico, Research Director at American Bridge</i>
<b>10:30 AM – 12:00 PM</b>	<b>Direct Mail</b> <i>Trainer: Chuck Rocha, President of Solidarity Strategies Karen Petel, President of Petel and Co.</i>
<b>12:00 PM – 1:00 PM</b>	<b>Lunch (with YP4 Alumni Convening)</b>
<b>1:00 PM – 2:30 PM</b>	<b>Body Presence Training</b>
<b>2:30 PM – 4:00 PM</b>	<b>Public Speaking Practice</b>
<b>4:00 PM – 4:30 PM</b>	<b>Closing &amp; Evaluation</b>
<b>5:30PM</b>	<b>Bus Leaves for National Summit Reception</b>
<b>6:30PM – 8:30PM</b>	<b>National Summit Reception</b>

**DAY TWO SATURDAY, JANUARY 17<sup>TH</sup>**

<b>8:00 AM – 8:30 AM</b>	<b>Breakfast</b>
<b>8:30 AM – 8:45 AM</b>	<b>Opening Remarks</b>

**Graduation Project: Campaign Fluency Assessments**

<b>8:45 AM – 10:00 AM</b>	<b>Candidacy Learning Circle Assessment</b>
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Fellows will be required to deliver their final 3-minute stump speech to a full audience. The stump speeches should include the candidate’s story, platform, and ask to the audience for their vote.



### **Campaign Management Learning Circle Assessment**

Fellows will experience a simulation where they must pitch their campaign to a panel acting as a 3<sup>rd</sup> party organization that they are trying to get to support their campaign. Fellows must give a brief overview of their campaign strategy and convince the panel that their campaign can win. As campaign managers Fellows must present a plan for how they plan to execute the management role from a human resources perspective.

<b>10:00 AM – 10:15 AM</b>	<b>Fellows Switch Sessions</b>
<b>10:15 AM – 11:30 AM</b>	<b>Candidacy &amp; Campaign Management Learning Circle Assessments (Part II)</b>
<b>11:30 AM – 12:30 PM</b>	<b>Field Plan Debrief</b>
<b>12:30 PM – 1:30 PM</b>	<b>Lunch</b>
<b>1:30 PM – 3:30 PM</b>	<b>Press Junket</b> Fellows will face a press junket that will test their communications strategy. Fellows will be split up into three separate rooms where one will face a press conference, one will face a camera interview, and one will face a newspaper reporter.
<b>3:30 PM – 4:30 PM</b>	<b>Closing, Evaluations, Next Steps, &amp; Appreciations</b>

## **DAY THREE SUNDAY, JANUARY 18<sup>TH</sup>**

<b>8:00 AM – 9:00 AM</b>	<b>BREAKFAST</b>
<b>9:15 AM</b>	<b>All Fellows Downstairs</b>
<b>9:30 AM – 9:45 AM</b>	<b>Class Photo</b>
<b>10:00 AM – 10:30 AM</b>	<b>Opening Remarks</b>
<b>10:30 AM – 11:30 AM</b>	<b>Award Presentation</b>
<b>11:30 AM – 11:45 AM</b>	<b>Fellow Closing Remarks</b>
<b>12:00 – 1:00 PM</b>	<b>Reception</b>