



WEDNESDAY, JULY 19

SpeakUp kickoff

1:00-2:00pm
Marco Polo Ballroom

Tom Vonier, FAIA, 2017 AIA President
Robert Ivy, FAIA, AIA EVP/Chief
Executive Officer
RJ Steer, AIA, President AIA Colorado
Representative Alec Garnett (D-CO2)

Welcome! AIA's SpeakUp advocacy event kicks off with a welcome from AIA's leadership and special guests. Hear how the next three days will change how you advocate.

Campaign team orientation

2:00-3:00pm
Marco Polo Ballroom

Exercise Phase 1
Advocacy is all about teamwork. Meet your fellow campaign team members, learn about your SpeakUp campaign challenge and start strategizing to win.

Session I workshop

3:00-4:30pm
Marco Polo Ballroom

Elements of a strong legislative plan:
building campaigns to win

If legislative advocacy was like "Schoolhouse Rock," getting bills passed would be a cinch. But it takes more than a good idea to win. In this session you will hear from seasoned veterans about the elements of a winning legislative advocacy program— from member engagement to coalition building and much more.

Moderator:
Andrew Goldberg, Assoc. AIA, Managing
Director, AIA Government Relations and
Advocacy

Speakers: Sue Brown, Principal, 4Front
Strategies, LLC; Senator Chris Holbert (R-
CO30); Dan Hohl, Government Relations
Director, AIA Illinois; Jerry Johnson, Hon. AIA,
Colorado Lobbyist



Caffeine Break

4:30-4:45pm
Marco Polo Foyer

Session II workshop

4:45-6:15pm
Marco Polo Ballroom

Effective communication: getting your point across

Architects have a lot to say in the policy arena, but how can they communicate in ways that resonate? Learn how to craft a winning message and use effective communication skills to get your point across and persuade your audience to take your side.

Moderator:

Sarah Dodge, Senior Vice President, AIA
Advocacy and Relationships

Speakers:

Sarah Hogan, Principal, Barefoot PR
Caitlin Reagan, Manager, AIA Public Affairs

Welcome Reception

6:30-8:00pm
Red Rover

Reception with heavy hors d'oeuvres



THURSDAY, JULY 20

Breakfast

7:30am Breakfast buffet opens
Marco Polo Ballroom

Breakfast roundtable discussions

8:00–9:30am Moderator:
Brandy Koch, AIA, Chair, ArchiPAC Steering
Committee

What are the key advocacy issues and challenges you and your component face? Each table will feature a different discussion topic for you to engage with your colleagues and share ideas.

Session III breakout workshops

9:30–11:00am Hopscotch **A:** Legislative campaign targeting and power mapping

Winning a legislative campaign is all about getting a majority of lawmakers on your side. But how do you gain their support—and how do you know which lawmakers are the most important to your cause? Hear how the process of “power mapping” helps ensure you focus your energies on moving the right legislative levers at the right time.

Moderator:
Ian McTiernan, Manager, AIA Federal Relations

Speakers:
Andrew Goldberg, Assoc. AIA, Managing Director,
AIA Government Relations and Advocacy
Christina Mason, Esq., Director, AIA Federal
Relations



Red Rover

B: Earned media in a digital age

Mainstream media, new media and social media, there are more outlets for getting your story out than ever before. But it can be daunting to figure out how to engage with the media in such a fractured landscape. This session will show you how to build a plan to engage the media in telling your advocacy story in ways that will complement and strengthen your campaign efforts.

Moderator:

Caitlin Reagan, Manager, AIA Public Affairs

Speakers:

Karen Crummy, Principal, BluePrint Strategies, LLC

Ed Sealover, Reporter, Denver Business Journal

Cori Streetman, Principal, Barefoot PR

Cinamon Watson Principal, BluePrint Strategies, LLC

Duck Duck Goose

C: Using PACs to build member engagement and legislative success

You've raised money for your political action committee - now what? Having a strong disbursement strategy not only helps advance your policy agenda; it also builds member engagement and makes it easier to raise more funds. Learn how planning how you spend your PAC's money helps make your entire advocacy strategy thrive.

Moderator:

Wendy Perez Young, Senior Manager, AIA Political Affairs, AIA

Speakers:

Tony Massaro, Principal, 4Front Strategies, LLC

Michael Winn, AIA, Government Affairs

Coordinator, AIA Colorado



Session IV breakout workshops

11:00am–12:30pm
Red Rover

A: Local advocacy: community engagement and coalition building

Architecture's impact is felt most strongly at the local level, and the decisions that local authorities make every day impacts architecture. This session will explore how you can build winning advocacy efforts at the local level by engaging with community leaders, policymakers and the public to advance a pro-design agenda.

Moderator:

Andrew Goldberg, Assoc. AIA, Managing Director, AIA Government Relations and Advocacy

Speakers:

Michael Gifford, President and CEO, AGC Colorado

Tim Stroh, Architect Colorado Main Street Program at Colorado Department of Local Affairs

Hopscotch

B: Communication tools that spread your message

You have a winning message. But how do you spread it in an age of information overload? This session will show you the tools that help get your message to the right audience.

Moderator:

Amanda Stratton, Sr. Manager, AIA Grassroots and Advocacy Outreach

Speakers:

Dean Holzkamp, Chief Operating Officer, Colorado Medical Society

Claire McDonough, Senior Account Executive, Cision Government Relations

Caitlin Reagan, Manager, AIA Public Affairs

Duck Duck Goose

C: Making the ask: PAC fundraising best practices
>>>>>



Raising money to support your political champions is an indispensable ingredient of every advocacy campaign. Hear from seasoned experts on how to develop a successful fundraising plan and learn the secrets of making an effective ask.

Moderator:
Wendy Perez Young, Senior Manager,
Political Affairs, AIA

Speakers:
Sue Brown, Principal, 4Front Strategies, LLC
Bev Razon, Vice President Public Affairs,
COPIC

Lunch Talk: killer presentations

12:30–2:00pm
Marco Polo Ballroom

Guest speaker:
Laurie Richards, President, LR&A

As you eat lunch hear from a leading expert on making effective presentations and winning over an audience.

Campaign team subgroups meet

2:00–4:00pm

Exercise Phase 2
Meet with the members of your Campaign Subgroup and begin sharing ideas to develop your part of the campaign plan.

Full campaign team reconvenes

4:00–6:00pm

Exercise Phase 3
Your full campaign team gathers to combine ideas, finalize plans and ensure all the pieces work together in advance of Friday’s presentation.

After-hours activities

6:00–11:00pm

Dinner is on your own
Workshop rooms will remain open for late night planning. Heavy hors d’oeuvres and “adult beverages” will be available.





FRIDAY, JULY 21

Breakfast

7:30am
Marco Polo Ballroom

Breakfast buffet opens

Campaign crit

9:00–11:00am
Marco Polo Ballroom

Moderator:

Judges:

Senator Jack Tate (CO-27) Colorado General Assembly, Chair, Business, Labor and Technology Committee; Sue Brown, Principal, 4Front Strategies, LLC Cynthia Hessin, Executive Producer, Rocky Mountain PBS Tony Massaro, 4Front Strategies, LLC

Each team will present their campaign plan before a panel of expert jurors and your fellow SpeakUp attendees. Jurors will then pick the best in show.

Wrap up

11:30am–12:00pm
Marco Polo Ballroom

We will conclude with a discussion about completing - and sticking to - your Personal Action Plan. Plus, final words of inspiration to send you on your way as an advocacy leader.