



INSTITUTE FOR CIVIC LEADERSHIP

A candidate training forum



Become a better candidate and improve your chances for winning.

June 15 and July 13, 2017 • Orlando

The FLC University and the Legislative Affairs team are offering two workshops and networking opportunities designed to enhance campaign skills and knowledge at the local and state levels.

Created for city government officials who are, or are considering, running for a state office or seeking re-election locally, the Institute for Civic Leadership will provide key political and campaign strategies.

June 15 • 11:30 a.m. - 4:30 p.m.
Hyatt Regency Orlando
International Airport
Registration Deadline: June 8

July 13 • 11:30 a.m. - 4:30 p.m.
Hilton Orlando
Registration Deadline: July 6



WORKSHOP TOPICS

Defining Your Why

Is this the right race? Is it the right time? Am I doing it for the right reasons? This session will explore your motivations for seeking higher public office, as well as the different issues you must consider when developing your key messages.

The Art and Science of Fundraising

Fundraising is more than just thumbing through your list of contacts and making the ask. There are specific strategies that yield results. And ones that don't. This session will help you to set and achieve your fundraising goals by discussing what works, what doesn't and why.

Election Law: Rules, rules and more rules

Petition requirements. Financial disclosures. Filing fees and deadlines. The law is complex and the cost of non-compliance can be significant. Learn what every individual running for office should know about the election law and how to avoid costly consequences.

WORKSHOP TOPICS

Taking the Next Step: Difference in Governance

No matter which race you are running, the political climate of that position will affect your campaign choices. Join our panel of elected officials, who have held both local government office and state office, as they discuss the differences in governance between the two and why these differences should be considered when developing your campaign message and choices.

Campaign Planning: Assembling Your Team

Conducting a successful campaign is largely dependent upon what race you are running and who you have helping you. Seasoned campaign consultants will offer their perspectives on planning, structure and the need – or not – for party involvement. They will also navigate questions on media buys, mailers and community engagement.

Digital Resources: Where to Focus Your Resources

People are turning to social media to assist in their decision making on candidates for public office. This demands new and creative ways to reach and engage likely voters. Discover what you need to know to make intelligent decisions about digital resources without getting lost.

Messaging and the Media

Working with the media to help deliver your message to the people you seek to represent is vital to campaign success. In this interactive presentation, we will discuss the do's and don'ts of media interaction and demonstrate how to take control of media interviews.

This opportunity is for current FLC members only. Attend one workshop for \$50 or both for \$80. Contact Tara Taggart at ttaggart@flcities.com or (850) 222-9684 for more information. To register, [click here](#).

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