

## Campaign sponsors & contact info:

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### Ohio Insurance Institute

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### The Ohio Society of CPAs

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# CAMPAIGN MANAGEMENT SEMINAR

## purpose

To help candidates running for public office be successful in elections.

## target group

This seminar is designed for candidates, who are committed to a strong free enterprise system and who are interested in running for public office at the local, state or federal level now or in the future. Spouses and campaign managers are welcome.

## about the seminar

This bipartisan campaign management training seminar was developed by the American Farm Bureau Federation (AFBF) with input from political consultants and staff members of both political parties. Videotapes, overheads, a case study and a computer simulation have been developed to assist in the presentation of the seminar.

## limited enrollment

The enrollment is limited to 30 people.

## participant fee

A fee of \$125 for Farm Bureau members and \$200 for non-members will be charged to cover materials and meals. (\$200 includes Farm Bureau membership for one year.) Fee **DOES NOT** include overnight accommodations.

## registration deadlines

Sept. 8-9, 2011 | register by Aug. 15, 2011  
Jan. 26-27, 2012 | register by Jan. 6, 2012



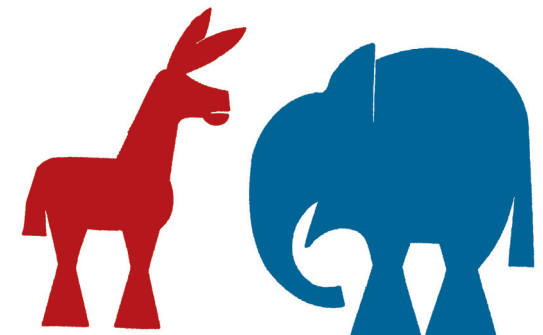
# CAMPAIGN MANAGEMENT SEMINAR

**September 8-9, 2011**

*and*

**January 26-27, 2012**

*Ohio Farm Bureau Office  
Columbus, Ohio*



*Campaign involvement is an educational,  
challenging and rewarding experience in itself,  
but winning is an even better experience.*

*Campaign Management teaches  
you how to win!!*



Day 1

9:00 a.m. REGISTRATION & BREAKFAST

SESSION I A Winning Candidate

- 1. Determine a profile of a winning candidate
2. Learn how to effectively use the news media
3. Determine the role for the candidate's spouse

12:30 p.m. LUNCH

SESSION II A Winning Campaign Theme

- 1. Establish a strong campaign theme
2. Coordinate campaign issues with the campaign theme
3. Handle tough issues with aggressive reporters

BREAK

SESSION III A Winning Financial Plan

- 1. Prepare a winning campaign budget
2. Examine effective, proven fund-raising activities
3. Understand and complete campaign reports

6:30 p.m. RECEPTION

6:30-8:30 Candidate Interview Video Taping

Day 2

7:00-8:00 a.m. BREAKFAST (on your own)

SESSION IV Winning Organization

- 1. Learn about proper campaign structure
2. Define roles/responsibilities within the campaign structure
3. Make effective use of volunteers
4. Put allies and coalitions together for a winning effort

12:30 LUNCH

SESSION V A Winning Campaign

- 1. Develop a campaign calendar
2. Use polls effectively
3. Put it all together with election day activities

location

Campaign Management Seminar will be held at: Ohio Farm Bureau Federation 280 N. High St. 11th Floor Conference Suite Columbus, OH 43215 P 614-249-2400 F 614-249-2200

lodging — area hotels

These hotels are located within walking distance of the Ohio Farm Bureau office. Should you need to make overnight accommodations, contact information is provided.

Crowne Plaza — Downtown 33 East Nationwide Blvd. Columbus, OH 43215 614-461-4100

Hyatt Regency 350 North High Street Columbus, OH 43215 614-463-1234

Drury Inn Suites — Convention Center 88 East Nationwide Blvd. Columbus, OH 43215 614-221-7008

registration

Name Business Name Address City State Zip County Phone E-mail Candidate for office of: Campaign Manager for (candidate and office):

How did you hear about the seminar?

- Form Bureau Nationwide Ohio Chamber of Commerce Ohio Soybean Assoc. Ohio Association of Realtors Ohio Society of CPAs Ohio Corn & Wheat Growers Assoc. Ohio Insurance Institute Other

fees

Subsidized fee includes meals, breaks and materials.

Sept. 8-9, 2011 @ \$125/person for Farm Bureau members x reservation(s) = \$

Sept. 8-9, 2011 @ \$200/person for non-members x reservation(s) = \$

Jan. 26-27, 2012 @ \$125/person for Farm Bureau members x reservation(s) = \$

Jan. 26-27, 2012 @ \$200/person for non-members x reservation(s) = \$

Total Cost = \$

Enclosed is a check payable to Ohio Farm Bureau.

Please complete and return with check to: Ohio Farm Bureau, Attn: Public Policy 280 N. High St., PO Box 182383 Columbus, OH 43218-2383 F 614-246-8689

