

*TheCapitol.Net's Executive Conference:*  
**Understanding and Communicating Effectively with Congress**

***Presented for (association client)***

*(Agenda from a custom program presented in 2002. To tailor this program for your organization, call us.)*  
(Association Client) Headquarters, Washington, DC    Friday, \_\_\_\_\_, 2002

**10:10-10:30      Welcome and Introductions**

**10:30 – 12:00 pm    Congressional Dynamics and the Legislative Process**

*Congressional expert*

An expert on Congress will set the context for the seminar by discussing the differences between the House and Senate, and what drives today's institution: politics, policy and procedure. The speaker will then provide a brief review of the legislative process by tracking legislation from introduction and referral, through committee hearings and markups, floor consideration, to final passage and presidential action.

**12:00 – 1:15 pm      Lunch**

**1:30 – 3:00 pm      Congressional Budgeting Today**

*Budget expert*

This session will introduce the congressional budget process, the major players, procedures, and timing of decisions. Authorizations, appropriations and reconciliation will be reviewed, and participants will see the "big picture" of federal budgeting and how health issues fit in.

**3:00 – 3:15 pm      Break**

**3:15 – 4:45 pm      Lobbying Today on Capitol Hill**

*Congressional/lobbying expert*

In this session the speaker will give an overview of the current dynamics of the 107<sup>th</sup> Congress. The speaker will discuss the work environment on the Hill, including the responsibilities and organization of committee and personal staff, and how the "war" environment and election-year politics affect policy-making.

**Communicating Effectively with Congressional Staff**

*Congressional/lobbying expert*

The speaker will present the tools and techniques that (association client) members can use to communicate with congressional staff and members of Congress—from calls, meetings, to the Internet, and more. The speaker will provide practical suggestions for making the most of meetings with staff, including how to set-up a meeting, who should attend, and how to follow-up after the meeting. He will discuss important do's and don'ts of interacting with Congress and staffers. He will focus on what staffers need from constituent experts, and what (association client) members can do to work effectively with staffers to protect their organizations' interests. The speaker will provide the latest tips for getting your message to the Hill since September 11 and the discovery of anthrax in congressional mail.

**4:45 pm    Adjourn for the day**

**6:00 pm    Dinner**

**Saturday, \_\_\_\_\_, 2002**

**9:00-10:30 am    Grassroots Organizing and Delivering the Message to Congress**

*Grassroots lobbying expert*

The speaker will present important ways that (association client) members can organize an effective grassroots network at home in their states and communities. He will briefly discuss how to enlist and organize leadership, and then focus on recruiting, training and motivating members, and identifying their strengths and resources. The speaker will examine how to keep network members informed, and to direct member energy in both urgent and long-term situations. He will review specific tactics used to reach and educate members of Congress including hosting site visits, sending issue updates and industry news, sending letters, faxes, and email, writing editorials, attending town hall meetings, organizing advisory groups to work with legislators, and more.

**10:30 am      Complete Evaluations and Program Concludes**

**10:30 am – 2:30 pm    (Association Client) Advocacy Committee Strategy Session (lunch included)**

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