



Arizona Federation of Republican Women

CAMPAIGN MANAGEMENT SCHOOL

Presented with the Camelback Strategy Group

THURSDAY, OCTOBER 24, 2019 · TIME: 8:30 AM - 3:30 PM
HILTON PHOENIX / MESA, AZ
1011 W Holmes Ave, Mesa, AZ 85210

A DAY-LONG TRAINING SESSION

- How to run a winning campaign
- Communicating your message
- Writing the campaign plan
- Election and finance laws
- Working with the press
- Writing commercials
- Getting out the vote
- Raising funds




Camelback
STRATEGY GROUP
Presenters

\$65 pp
Early
Bird



Chad Heywood, Partner



Matt Kenney, Vice President



Jon Seaton, Partner

Proceeds benefit the Arizona Federation of Republican Women
Paid for by the Arizona Federation of Republican Women



Arizona Federation of Republican Women

CAMPAIGN MANAGEMENT SCHOOL

REGISTRATION

WHEN: THURSDAY,
OCTOBER 24, 2019
TIME: 8:30-3:30
WHERE: HILTON
PHOENIX /MESA,
1011 W Holmes
Ave, Mesa, AZ
85210

AGENDA

- 8:00-8:30 Check In/Registration
- 8:30-9:00 How to communicate your message.
- 9:00-9:45 How to create a powerful ad campaign.
- 10:00-10:30 How to use data in a campaign.
- 10:30-11:00 Opposition research/vulnerability studies
- 11:00-11:30 Rules and Compliance. What not to do!
- 11:30-12:30 Lunch Break (Lunch Not Included)
- 12:30-1:15 Direct Mail
- 1:15-2:00 Digital Marketing
- 2:15-3:30 Panel Discussion -Lessons learned from campaigns



at
<https://squareup.com/store/arizona-federation-of-republican-women>
or below!

REGISTRATION

PLEASE PRINT CLEARLY

Name: _____

Address: _____

City, State, Zip: _____

Phone(Day): _____

Phone(Evening): _____

E-mail: _____

GOP Club/Organization or Campaign _____

Workshop Fee:

- Early bird... Postmarked *before Sept 20th* \$65pp \$ _____
- Postmarked *Sept 21 to Oct 17* \$80pp \$ _____

Check# _____ TOTAL \$ _____

THE RESIDENT RESTAURANT

Located in the lobby of the Hilton Phoenix/Mesa Hotel offers a variety of American Regional cuisine featuring steaks, fresh fish, pizzas, pastas and a selection of Southwestern specialties.

HOURS:
Monday - Friday
6:30 AM - 10:00 AM Breakfast
10:00 AM - 9:00 PM Lunch & Dinner

Additional restaurants located within walking distance of the hotel



Please return this form with registration fee made payable to:
AzFRW Convention
Memo: Campaign School
Attention: Kathy Dolge,
Arrangements Chair
3607 Camino Bella Rosa,
Sierra Vista, AZ 85650

REFUNDS & CANCELLATION POLICY
No refunds for cancellations after Monday, October 10, 2019.

WWW.AZFRW.COM