



California Conservative Communications & Candidate Development School

The Leadership Institute's Communications and Candidate Development School helps current and prospective candidates identify the steps to run a successful campaign and communicate with voters.

Learn the tools to create your campaign's communications plan at Leadership Institute's California Conservative Communications and Candidate Development School. A communications plan provides you with direction, ensures consistency, and elevates your vision with voters.

In this full-day training, you will learn how to:

- Identify key steps to kick off campaign
- Show contrast between you and your opponent
- Create a plan to respond to negative attacks
- Develop a relationship with your local news media
- Build your message to sway a variety of voters

SCAN ME



APPLY TODAY

Register online at
LeadershipInstitute.org/Training



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Zio Fraedos

611 Gregory Lane
Pleasant Hill, CA 94523



September 16, 2023

9:00 a.m. - 5:00 p.m.



\$80

or **\$40** before Sep. 8
(Meals included)