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**Introduction to Strategic Campaign Research**

**November 16-18, 2015**

**Draft Agenda**

**Monday, November 16**

8:30 – 9:00 am **Registration**

9:00 – 9:45 am **Welcome / Orientation**

*Julie Farb, Director*

*Center for Strategic Research, AFL-CIO*

9:45 – 10:45 am **Introduction to Strategic Campaign Research**

*Interactive presentation*

10:45 – 11:00 am Break

11:00 am – 12:30 pm **Strategic Campaign Case Study**

*Rosa Greenberg, Senior Research Analyst*

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12:30 – 1:30 pm Lunch

1:30 – 2:30 pm **Getting the Facts: First-Cut Corporate Profile**

* *Key questions framework*
* *Sources for answering key questions*
* *Common challenges*

2:30 – 2:45 pm Break

2:45 – 4:45 pm **Getting the Facts:** **Researching Private Companies**

*Nghia Nguyen, Lead Researcher*

*Iron Workers*

4:45 – 5:00 pm Daily evaluations

**Tuesday, November 17**

9:00 – 9:15 am Daily check-in

9:15 – 10:30 am **Facts Drive Strategy: Power Mapping and Identifying**

 **Opportunities**

*Group exercise*

10:30 – 10:45 am Break

10:45 am – 12:00 pm **Research in Action: Tactical Communications**

*AFL-CIO Communications Department*

12:00 – 1:00 pm Lunch

1:00 – 3:30 pm **Practicing the Craft**

*Hands-on research*

3:30 – 3:45 pm Break

3:45 – 5:15 pm **Practitioner Panel Discussion**

*Cary Burnell, Senior Research Analyst, USW*

 *Amy Callner, Senior Research Associate, AFT*

*Nghia Nguyen, Lead Researcher, IWINTL*

5:15 – 5:30 pm Daily evaluations

**Wednesday, November 18**

8:30 – 8:45 am Daily check-in

8:45 am – 12:15 pm **Facts, Strategy, Tactics…Putting It All Together**

*Workshop a Campaign*

12:15 – 1:00 pm **Concluding session**

*Edited 9/9/15*