



The Buffalo Niagara Partnership is committed to not only improving the economic climate in Buffalo Niagara, but to providing tools to our members to grow their own businesses. From that “two-track” philosophy comes “Advocacy Boot Camp,” the opportunity for Partnership members to learn from professionals key skills in lobbying, presentation and messaging, applicable to both the collective effort to revitalize our regional economy and to your own business interests.

Advocacy Boot Camp is a four-part seminar series culminating in a real-life application of the skills learned. Cost for the entire series is \$150, which includes admission to the Partnership’s 2008 Issues Summit. The sessions are:

SESSION 1: PUBLIC SPEAKING AND PRESENTATION

Date: January 23, 2008

Topics: Public speaking, press conferences, interviewing, presentation, messaging, media training

Panelists: Educators, marketing firms, professional speakers, speaking instructors

SESSION 2: LOBBYING 101

Date: March 5, 2008

Topics: Face-to-face lobbying, phone lobbying, letter writing, dealing with elected officials, etiquette, time management, creating opportunities, follow-up

Panelists: Albany/Washington lobbyists, elected officials

SESSION 3: IMPLEMENTING THE AGENDA

Date: April 2, 2008

Topics: Agenda planning, negotiation, strategizing, "fighting an uphill battle," long-term goals, the Unshackle Upstate model, legislative process, targeting your message

Panelists: Lobbyists, marketing firms, statewide/national chambers

COCKTAIL HOUR “GRADUATION”

Date: May 15, 2008

Purpose: Recognition for completion of the program during Cocktail Hour following 2008 Issues Summit; includes ticket to Issues Summit

USING YOUR SKILLS

Date: Early June, 2008

Purpose: Advocacy effort most likely designed around Unshackle Upstate to allow "Boot Camp" attendees to put their skills to work

For further information, contact the Partnership Government Affairs Manager
[Craig W. Turner](#).