



OCTOBER 2024  
WASHINGTON DC

# 3rd Forum of Political Managers and Election Campaign Organizers



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## 3rd Forum of Political Managers and Election Campaign Organizers

We are excited to announce the third Global Forum for Political Consultants and Political Management, set to take place on October 15th, 2024, in Washington, D.C. This prestigious event gathers top professionals, experts, and enthusiasts in the fields of political consulting, campaign management, and political communication.

**Organizers:** IGAPA, Bay Atlantic University, Global Policy Institute (GPI), SIC Group USA LLC, Institute for Democracy and Development “PolitA”

### Who Should Attend:

- Political consultants and strategists
- Campaign managers
- Public relations and communication specialists
- Academics and students in political science and related fields
- Government officials and policymakers
- Media professionals covering politics and elections

### What to Expect:

- Insightful discussions and presentations from leading experts in the field
- Networking opportunities with peers and industry leaders
- Workshops and panels focused on the latest trends and innovations in political consulting and management
- A comprehensive look at successful election strategies and political campaigns from around the world

### **Agenda:**

• **9:00-9:30** – Registration

• **9:30-9:45** – Opening Remarks

• **9:45-10:30** – Panel 1: Elections in the USA – Anticipated Trends & What to Expect, and the Role of PACs.

An insightful session on the forthcoming elections in the USA, the anticipated trends, and how they may shape the future of US politics. The panel will also explore the evolving role and impact of Political Action Committees (PACs) in these elections.

**Moderator: Kateryna Odarchenko:** Political strategist with nine years of experience in democracy building and campaign management, author of 500+ publications, and initiator of several bills in Ukraine



### **Speakers:**

**Mark Mellman:** Former President of the American Association of Political Consultants, a member of the organization’s Hall of Fame, Mark Mellman is one of the nation’s leading public opinion researchers and communication strategists. His clients include leading political figures, Fortune 500 companies, and some of the nation’s most important public interest groups. Doonesbury labeled Mellman a “Prince of Polling.” He will participate personally.



**Kateryna Odarchenko:** Political strategist with nine years of experience in democracy building and campaign management, author of 500+ publications, and initiator of several bills in Ukraine. She will participate personally.



**David Safavian:** Executive Vice President and General Counsel of the Conservative Political Action Coalition (CPAC), and recognized as one of the 500 Most Influential People Shaping Policy by Washingtonian Magazine in 2023. He will participate personally.



**Fred Turner:** Principal in BGR's International Practice and Former Chief of Staff in US Senate and House, providing valuable insights and support in Commerce and Financial Services practices. He will participate online.

- **10:30-11:15** – Panel 2: Innovations in Campaign Strategies – Instruments and Cases in Election Campaigns In this session, experts will delve into how modern campaigns are leveraging cutting-edge technologies such as AI and machine learning for precise voter targeting and engagement. Discover the strategic use of big data analytics to tailor messaging and mobilize supporters effectively.



**Moderator: Paolo von Schirach:** President of the Global Policy Institute (GPI), Professor of Political Science and International Relations at Bay Atlantic University, and frequent lecturer, TV, and radio commentator on US and global issues. He will participate personally.

### Speakers:



**Peter Huessy:** a former senior fellow at the Hudson Institute, one of the key analytical centers in the United States that prepares analytics for the White House; president of GeoStrategic Analysis. He will participate personally.



**Mariam Razi:** principal owner of Razi Strategies. Mariam is a former Civil Servant and is actively involved in the political fabric of Canadian politics. She will participate personally.



**Karolina Rankovich:** attorney at law, representative of the U.S. Department of State, Fulbright Fellow at the AUWCL under Hubert H. Humphrey Program. She will participate personally.



**Malkah Nobigrot Kleinman:** the Director of Institutional Relations in *Diarq* Design and Architecture and advisor to Ms. Gina Diez Barroso, one of the most influential business women in Mexico. She will participate online.

• **11:15-12:00** – Networking and Refreshment Break

Presentation from the Graduate School of Political Management in George Washington University

• **12:00-12:45** – Panel 3: Effective Communication Strategies in the Digital Age and Working with the Press In this panel, experts will discuss the art of effective communication in today's digital landscape. Explore how political campaigns navigate the complexities of online platforms, harness the power of visual storytelling, real-time engagement, and targeted messaging to connect with voters.



**Moderator: Leaf Larson:** a political strategist and film production specialist who has developed strategy and advertising for political candidates and issue campaigns across the country. He will participate personally.

## Speakers:



**Rabbi Chaim Cohen:** Co-Director at Chabad of Loudoun County, gifted teacher and administrator. He will participate personally.



**T.C. Cameron:** Former C-Suite speech writer for the Mortgage Bankers Association, working with media strategists from agencies such as FHFA, CFPB, HUD and Freddie Mac and Fannie Mae. Before moving into communications, Cameron authored four books and was an editor and reporter for 15 years, most recently for the Baltimore Sun Media Group from 2009-2015. He will participate personally.



**T. Vishnudatta J.:** Editor-in-chief of South Asian Herald, an emerging publication committed to serving the vibrant South Asian community. He was the Washington Bureau Chief of News India Times. He will participate in the forum personally.



**Richard Leiby** is an editor and writer with more than 30 years of experience, mainly at The Washington Post, who covered Washington under four presidencies; who worked as a foreign correspondent in Pakistan and Afghanistan; who can deftly handle breaking news as well as deep narratives and profiles; and who assigned and edited two pieces that became Pulitzer Prize finalists. He will participate in the forum personally.



**Marina Ovtynova:** President of the ALLATRA International Public Movement is a Capitol Hill activist, engaged in legislative analysis centered on the atmospheric and geophysical impact of climate change upon both civil-society and national security. She will participate personally.

- **12:45-13:30 – Panel 4: Crisis Management in Politics: Handling Scandals, Maintaining Public Trust, and Fighting Disinformation.** This session dives into strategies for navigating scandals and maintaining public trust amidst adversity. Hear from professionals on effective crisis communication tactics, proactive reputation management, and ethical considerations in restoring credibility. Gain valuable insights into case studies where swift responses, transparency, and decisive leadership have shaped outcomes.



**Moderator: Sean Michael Cox:** Ph.D. is the Director of Teaching and Learning, and Chair of Political Science and International Relations at Bay Atlantic University, political commentator. He will participate personally.



### **Speakers:**

**Jason Shelton:** Former mayor of Tupelo, Mississippi, and regional administrator for General Services Administration Regions in the Biden-Harris administration. He will participate personally.



**Ben Evans:** an assistant director in the Graduate School of Political Management in George Washington University, the world's first and foremost school of applied politics, communications, and advocacy. He will participate personally.



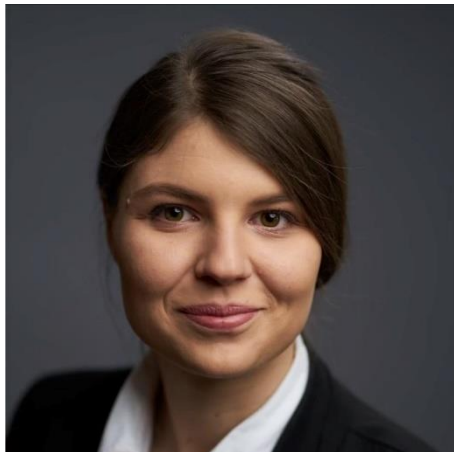
**Olga Schmidt:** the quintessential climate change advocate, and ardent Creative Society participant. She will participate personally.





**Anna Skorokhod:** a Ukrainian politician, serving as a People’s Deputy of Ukraine. She will participate in the forum personally.

- **13:30-14:15** – Panel 5: International Perspectives on Election Management: Best Practices and Lessons Learned from Global Elections A detailed review and analysis of recent municipal, regional, and national election campaigns from five continents, highlighting unique strategies and challenges encountered.



**Moderator: Kateryna Odarchenko:** Political strategist with nine years of experience in democracy building and campaign management, author of 500+ publications, and initiator of several bills in Ukraine. She will participate personally.



**Speakers:**

**Paolo von Schirach:** President of the Global Policy Institute (GPI), Professor of Political Science and International Relations at Bay Atlantic University, and frequent lecturer, TV, and radio commentator on US and global issues. He will participate in the forum personally.



**Anastasiia Magonova:** a CEO and owner of the international PR agency “Magonova & Partners.” She will participate in the forum personally.



**Stephen Blank:** is an internationally recognized expert and senior fellow at the Foreign Policy Research Institute, one of the most prominent analytical centers. He is also a leading expert on European and Asian security, including energy issues. In 2020-21, he also was a Senior Expert for Russia at the U.S. Institute of Peace. He will participate personally.



**Koert Debeuf:** a professor in International Relations (University of Brussels) with extensive experience in the real political world. He was strategic advisor of the Prime Minister of Belgium, Chief of Staff in the European Parliament, Envoy of the European Parliament to the Middle East (2011-2016), director of several think tanks and Editor in Chief of the EUobserver. He will participate in the forum online.



**Soeren Haar:** a managing partner of the European Affairs Consulting Group (EACON). He has a rich experience in EU affairs, having worked in different institutions including the European Parliament, the Council, and the European Commission. Throughout the years, Sören has gained incomparable experience in the fields of taxation and internal market, among other policy areas. He is the author and co-author of a number of publications. He will participate online.



**Elena Davlikanova** is a former Democracy Fellow with the Center for European Policy Analysis. Davlikanova's work is focused on analyzing opportunities for Ukraine- Russia reconciliation with regard to fascism and totalitarianism in Russia and their effects on Russia, Ukraine, and global peace. Since 2011, Davlikanova's professional life has been mainly devoted to working for the National Democratic Institute and the Friedrich Ebert Foundation Office in Ukraine. She will participate in the forum online.



**Adeoye Owolewa:** a Nigerian-American politician, and a shadow representative of the United States House of Representatives from the District of Columbia. He will participate in the forum online.

- **14:15-14:30** – Closing Remarks

**International Participation:** Specialists from eight countries will gather at this forum, offering diverse perspectives and insights into global election management and political consulting practices.

**To participate in the forum, fill up the form:** [Registration Form](#)

#### **TICKETS:**

- Young Professional Admission: \$75
- General Admission: \$120
- VIP Admission (forum + dinner): \$500
- 3-day program: \$2000
- Free admission for governmental officials and press

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**FOR PARTNERS:** We will advertise our partners through multiple channels such as our event website, email newsletters, press releases, social media channels, and during the event itself. The visibility level and type of promotion will depend on the partnership package chosen. For more information, please contact our sponsorship team.

### **PARTNERSHIP OPPORTUNITIES:**

- **Event Partner: \$10,000** - Includes brand recognition on event marketing materials, website, and during the event. Partner mention during opening and closing remarks.
- **Panel Partner: \$5,000** - Includes brand recognition on selected panel marketing materials, website, and during the chosen panel discussion. Partner mention during panel introduction and conclusion.
- **Supporting Partner: \$2,000** - Includes brand recognition on event marketing materials and website.

**Join Us:** Don't miss this opportunity to enhance your knowledge, expand your network, and gain valuable insights from the best in the business. Register now to secure your spot at the third Global Forum for Political Consultants and Political Management in Washington, D.C.

We look forward to welcoming you to an event that promises to be both enlightening and impactful for your career and professional growth.

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