Day 1
8:30 a.m.  Check-In and Continental Breakfast
9:00 a.m.  Welcome and Introduction from Kansas Farm Bureau staff
9:15 a.m.  Introduction and Outline of Seminar Agenda from AFBF Staff
10:00 a.m.  **Session 1 – Consideration for the Candidate**
            - Candidate Evaluation, The Electorate, Campaign Strategy, the Announcement and Your Spouse and Family.
12:00 p.m.  Lunch (provided) and Mock Interviews
1:30 p.m.  **Session 2 – Exploring the Issues**
            - Selecting the Campaign Issues and Theme, Communicating with Voters.
            **Session 3 – Budget and Fundraising**
            - The Campaign Budget, Fundraising and Solicitation and PAC Solicitation.
            **Session 4 – Campaign Tactics**
            - Basic Campaign Structure, Effective Communications, Promoting the Candidate, Volunteers, Voter ID and Persuasion, GOTV.
4:30 p.m.  Adjourn to Happy Hour Reception – (heavy hors d’oeuvres and drinks)

Day 2
7:30 a.m.  Continental Breakfast
8:00 a.m.  Mock TV Interview Critique and Review by AFBF Staff
9:30 a.m.  **Conclude Session 4**
12:00 p.m.  Working Lunch (provided) – Kansas Campaign Finance Laws - KS Governmental Ethics Commission
1:00 p.m.  **Session 5 – Getting Elected**
            - Identifying Voters, Early Voting, GOTV, Campaign Calendar.
2:00 p.m.  Wrap-up and Concluding Remarks