

## *From Campaign to Governance*

**Summary** Held on Monday 9 March and Tuesday 10 March this high-level meeting will bring together communications experts, campaign strategists, pollsters and progressive politicians and thinkers for a private discussion on the lessons of the 2008 US Presidential campaign, and the challenges of transitioning from campaign to government.

The discussions will focus on:

- Demographic trends in Western democracies
- Role of new media and information technology in political campaigns
- Challenges of transitioning to government, and retaining a sense of movement while in office

The event will be held over two half-day sessions and bring together some 60 progressives from the United States, Europe, Australasia and Latin America.

Day one will focus on bringing the strategic organizational and communication lessons of the US Presidential campaign to an international audience of European campaigners. Day two will focus on a comparative international discussion of progressive political platforms, shared experiences of transforming them into governmental programs, and a discussion on how to maintain a sense of urgency and coral a political movement while in office.

**Locations** Center for American Progress Action Fund  
10<sup>th</sup> Floor  
1333 H Street NW  
Washington DC

Embassy of Spain  
2375 Pennsylvania Avenue NW  
Washington DC

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**Program**      **Monday 9<sup>th</sup> March**

**13h00: Welcome** - John Podesta and Matt Browne

**13h15: An historic campaign?**

High-level strategic overview of the campaign in chaired by **Jennifer Palmieri** (CAPAF) with **Paul Begala** (Clinton Campaign and CNN) and **Todd Harris** (McCain Campaign).

Objective of this panel is to identify what differentiated the Obama campaign from both the Republican campaign, but also previous Democratic campaigns.

**14h15: A new Democratic majority?**

Analysis of voting trends and polling techniques chaired by **Ruy Teixeira** (CAPAF/Century Foundation), with **Joel Benenson** (Benenson Strategy Group), and **Anna Greenberg** (Greenberg, Quinlan and Rosner)

The objective of the panel is to offer a detailed analysis of the coalition that Obama secured, the emergence of new groups within the American electorate, and present an insiders account of the challenges faced during the campaign and how innovations in tactical polling were delivered.

**15h15: Coffee Break**

**15h30: A 21<sup>st</sup> century campaign?**

Analysis of the influence of new media, blogs and social networking sites chaired by **Faiz Shakir** (Think Progress) with **Stephen Geer** (Obama for America) and **Nico Pitney** (Huffington Post)

The objective of the panel is to offer an overview of how new media changed the terrain and was utilized by the Obama campaign, including therein the role of a new generation of think tanks and bloggers.

**16h30: Building the Vote**

Analysis of the role of ICT in party development and campaign co-ordination chaired by **Carlos Mulas** (IDEAS Foundation) with **Mark Sullivan** (Voter Activation Network) and **Keith Goodman** (Director of Special Projects at DNC).

The objective of this panel is to offer an overview of how voter contact technology was developed and utilized in the campaign to target and

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manage the ground campaign and volunteers more effectively, in particular with regards to innovations in peer to peer contact.

### **17h30: The Ground War**

Analysis of how the above factors were combined to produced the most effective ground campaign and field operation chaired by **Matt Browne** (CAPAF) with **Paul Tewes** (Obama for America) and **Tom McMahon** (former Executive Director of DNC).

The objective of this panel is to tie all the previously discussed elements together, and offer an inside account of how the new techniques helped deliver the most impressive field operation in history.

### **18h30: Close**

### **19h30: Reception**

Welcome by Spanish Ambassador and Jesús Caldera (Coordinator of PSOE Manifesto and Vice-President of IDEAS Foundation)

### **20h30: Dinner – The perfect campaign?**

Dinner hosted by Spanish Ambassador to United States

Keynote followed by Q and A: TBC

## **Tuesday 10<sup>th</sup> March**

### **09h00: Progressive Values and Discourse**

Discussion on the electorates' values and the discursive techniques used to communication progressive ideas chaired by **John Halpin** (CAPAF) with **Hans Anker** (IGC) and **George Lakoff** (UC Berkeley).

The objective of this panel is to analyses the value sets of American and European electorates, and to assess the most successful ways of framing progressive discourses in respective campaigns.

### **10h00: Progressive Party Platforms: A new agenda?**

Comparative panel on progressive electoral programs chaired by **Paolo Gentiloni** (Head of Communications for Italian Democratic Party) with

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**Karen Kornbluh** (DNC Platform Coordinator) and **Mattias Machnig** (SPD Campaign Coordinator).

The objective of the panel is to compare the central themes of party election programs and to discuss the best processes for developing a manifesto, securing broad support for its policies, and establishing a sense of ownership among the movement.

**11h00: Break**

**11h15: Transitioning to Government**

Analysis of how progressive movements have sought to make the transition to government chaired by **Jesús Caldera** (Coordinator of PSOE Manifesto and Vice-President of IDEAS Foundation) with **John Podesta** (CAPAF) and **Heather Simpson** (former Chief of Staff to Helen Clark, New Zealand).

The objective of this panel is to present an insiders account of how priorities were set in the transition process in the US, and to share lessons with experienced international commentators on the lessons they have learned in implementing progressive policy.

**12h15: The Incumbency / Insurgency Challenge: Campaigning from Office**

Analysis of how progressives can incorporate the movement that brought them to power in the process of governing and mobilize supporters while in office chaired by **Matt Browne** (CAPAF) with **Mitch Stewart** TBC (Organizing for America) and comments from **Juan Fernando Lopez Aguilar** (Head of European List for PSOE).

**13h15: Next Steps and Closing Remarks**

**Matt Browne and Carlos Mulas** (IDEAS)

**13h30: Close**