

*Download our new conference app for additional information including at attendee list, conference session descriptions, conference FAQs, and more!*

*Welcome to the 2021 National Summit!*

Wednesday – August 25th

12:00PM – 5:00PM Registration Desk Open (Lone Star Foyer)

12:00PM – 2:45PM **Advanced Certificate Session: Conversations That Matter** (Lone Star Salon C)

*Competency: Managing the GR Function/Leadership*

3:00PM – 4:30PM **Opening Remarks/Welcome and General Session: How Doing the Best We Can With What We Have Is Better Than Nothing** (Lone Star Salon E)

*Competency: Diversity / Equity / Inclusion*

5:00PM– 6:00PM Welcome Reception on Property Followed by Dine Arounds (Lone Star Foyer)

Thursday – August 26th

7:00AM Grab and Go/Breakfast Available (Lone Star Foyer)

7:30AM – 9:00AM Pedal Bike Mural Excursion (Meet Outside Front of Hotel)

8:00AM – 8:50AM Rooftop Yoga (Meet Beside Pool)

8:00AM –5:00PM Registration Desk Open (Lone Star Foyer)

10:00AM – 10:45AM **General Session: What 80s Pop Culture Tells Us About Today’s Workplace** (Lone Star Salon E)

*Competency: Leading a State Government Affairs Department*

10:45AM – 11:30AM **General Session: Advocacy - Championing Ideas and Influencing Others** (Lone Star Salon E)

*Competency: Developing a Proactive Advocacy Agenda*

11:45M – 12:45PM **General Session: Travel - A Collaboration with Anthony Bourdain** (Lone Star Salon E)

12:45PM – 1:45PM Lunch – Town Hall / Annual Business Meeting / CP Graduation (Lone Star Salon D)

2:00PM – 2:30PM **Concurrent Sessions**

1. **Procurement Advocacy: Keeping Yourself out of the Orange Jumpsuit** (Lone Star Salon AB)

*Competency: Procurement Advocacy*

1. **Collaboration in Advocacy: Successful Strategies in Working with Stakeholders** (Lone Star Salon FH)

*Competency: Building and Managing Coalitions*

2:45PM – 3:15PM **Member Forums**

1. **The Female Perspective in the World of SGA** (Lone Star Salon FH)

*Competency: Diversity, Equity, and Inclusion*

1. **ROI of SGA - Pandemic and Post-Pandemic – Best Practices and What’s Sticking Around** (Lone Star Salon AB)

*Competency: Inside the Legislative Process*

3:30PM – 4:30PM **General Session: Partners Panel** (Lone Star Salon E)

*Competency: Understanding National, State, and Local Organizations*

4:30PM -5:30PM Partner Organization Reception (Lone Star Foyer)

6:00PM Off Site Event –Coopers BBQ

Friday – August 27th

8:00AM –9:00AM Breakfast Available (Lone Star Foyer)

9:00AM – 10:00AM **Concurrent Breakout Sessions**

1. **PACs: How Recent Developments are Changing PACs and Impacting SGA effectiveness** (Lone Star Salon AB)

*Competency: Political Action Committees*

1. **Brand Activism, Backlash, and the Bottom Line** (Lone Star Salon FH)

*Competency: Developing a Proactive Advocacy Agenda*

10:15AM – 11:30AM **Closing General Session and Conference Wrap Up:** **Strategic Communications** (Lone Star Salon E)

*Competency: Communication and Media Training*