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dma Democratic
Mayors
Association

[Register for the Summit](#)

Schedule

Thursday, May 9 – Messaging

7:00 am – 5:00 pm - **Registration**

8:00 am – 9:00 am - **Cities and Technology Breakfast**

A breakfast conversation about technology challenges and solutions.

9:00 am – 9:15 am - **Welcome**

Mayor Kate Gallego

9:15 am – 10:15 am - **Breaking Through: Messaging that Works**

A discussion with key Democratic operatives on creating and delivering the most effective messaging in a divisive political environment.

10:15 am – 12:00 pm - **Tackling the Big Three: Housing, Safety, and the Economy**

Navigating messaging related to some of our cities' most complex issues.

12:30 pm – 2:00 pm - **Lunch: Keynote Speaker**

2:00 pm – 3:00 pm - **Messaging About Fundamental Rights and Values: Reproductive Rights and Immigration**

Advocating for reproductive rights and messaging on immigration.

3:00 pm – 3:15 pm - **Break**

3:15 pm – 4:15 pm - **Effective Messaging through Digital Media**

Coaching session with digital and communications experts.

4:15 pm – 5:30 pm - **Video Recording: Mayors on Message**

Individual opportunities for Mayors to record short videos with professional digital staff.

6:30 pm – 8:30 pm - **DMA Fundraiser**

Please join current and former Democratic Mayors and special guests for an evening reception to support DMA.

Friday, May 10 - Mobilizing

8:00 am – 9:00 am - **Infrastructure Breakfast**

A dialogue with partners on effective implementation of federal investments.

9:00 am – 10:15 am - **Dissecting the Electorate**

Insights into specific voting blocs.

10:15 am – 11:00 am - **GOTV Best Practices**

A conversation with experts on data-driven tactics to increase voter turnout.

11:00 am – 11:15 am - **Break**

11:15 am – 12:15 pm - **Democratic Branding in 2024 and Beyond**

12:15 pm – 1:15 pm - **Lunch**

1:15 pm – 2:45 pm - **Biden-Harris Campaign Update/Dialogue**

2:45 pm – 3:45 pm - **Mobilizing with Labor**

Building strategic relationships with Labor to get out the vote and more.

3:45 pm – 4:45 pm - **2024 Down Ballot Snapshot**

An overview of Senate and House Elections.

4:45 pm – 5:45 pm - **Mayors in Action: Reports from the Field**

An interactive session with Mayors on best practices for mobilizing and messaging.

7:00 pm – 9:00 pm - **A Special Evening Event**

Saturday, May 11

9:00 am – 10:30 am - **Breakfast and Closing Discussion**

Democratic Mayors Association

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