



**THE LEADERSHIP INSTITUTE  
CPAC – Internet Activist Workshop  
February 18, 2010 – 2-5pm  
Marriott Wardman Park Hotel  
Washington, DC**

**AGENDA**

**Internet Activist Workshop (for Campaigns, Organizations & Activists)**

**2:00-2:15 PM    REGISTRATION & WELCOME**

**2:15-3:15        “YouTubing” Activism – Online Video 101:**  
*How to Create and Effectively Disseminate Your Online Video*

**3:15-4:15        Social Networking Online:**  
*The “Dirty Dozen” & Developing a Successful and Coordinated Online Strategy*

**Christopher N. Malagisi**  
Director of Political Training  
The Leadership Institute

**4:15-5:00        Text Messaging – “LOL-ing” for Campaigns:**  
*Text Messaging & Applications for Campaigns & Organizations*

**5:00 PM         ADJOURN**