**The Association of Florida Colleges**

**2018 LEGISLATIVE DAYS**

**January 30-31, 2018**

**ADVOCACY and ISSUE TRAINING**

**January 30, 2018**

Noon **Registration Open – AFC Building, 1725 Mahan Dr., Tallahassee, FL 32308**

1:00pm    Welcome - 2018 AFC President Nika Coleman-Ferrell

1:10pm Statewide Legislative Outlook to date – Chris Hansen, Ballard Partners

1:25pm    The AFC Advocacy Process – Michael Brawer, AFC CEO

2:00pm Social Media and Legislative Messaging: How to Be a Good Member Advocate - Karen Moore, CEO, Moore Communications Group

2:45pm Break

3:00pm How a Bill Becomes Law – Allyce Heflin, Lobbyist, Southern Strategies

3:45pm 2018 Legislative Issues Review and Talking Points – Jack Hall, College Lobbyists

4:15pm Q and A

4:45pm Adjourn

**Dinner on Your Own**

**January 31, 2018**

8:00 am Visits to Capitol with College Lobbyists

Noon ADJOURN