



**FALL SUMMIT: 2021, HERE WE COME**  
**NOVEMBER 16-20, 2020 | ZOOM VIRTUAL EVENTS**

**Monday, November 16, 2020**

**Session I—Taking It to the Next Level: Strengthening an Existing Relationship with Your Legislator | 2:00-3:15PM**

Whether you have yet to have a conversation with an elected official or you've already established a decent repertoire with him or her, what now? How do you maintain that relationship and form it into something that will create lasting change? Should you be meeting with your elected officials during the interim, and where's the line when it comes to wading into personal territory?

To kick off the LLC Summit, TPPF's Director of Legislative Affairs, [Jeremy Kitchen](#), and Distinguished Senior Fellow for the Right on Work project, [The Honorable Ron Simmons](#), will discuss how to take your relationship with elected officials to a level that yields real results when it comes to the policy issues you care most about. This session will also include a "legislative 101" aspect with the goal of briefing you in the way things work at the Capitol – from how bills get filed to the way the 2021 session might look in light of the pandemic. This session will help you feel confident when speaking to those who represent you.

**Tuesday, November 17, 2020**

**Session II— Taking It Back to Our (Grass)roots | 12:00-12:45PM**

Grassroots communication and connections are some of the best ways to affect change without leaving your community – and sometimes even your couch!

We'll dive into *why* grassroots connections are so important to someone wanting to promote conservative policy solutions in Texas and share best practices along the way.

From platforms to prose, TPPF's Digital Director and media guru [Crystal Bonham](#) will share how to make a difference in your own sphere of influence. Spoiler alert: the little things you do have an enormous ripple effect in your community.

Join us as we discuss what online opportunities there are to build and be a part of these communities, whether some grassroots organizations and styles are better than others, and how you can Keep Texas, Texas, even when you can't be at the Capitol.

## Wednesday, November 18, 2020

### Session III—Putting Pen to Paper: A Crash Course on Op-eds and LTEs | 12:00-1:00PM

So you have a strong opinion about a certain policy issue and you want the world to hear it. Well, thousands of other people are likely ruminating on the same issue and think *their* voice is the one that should tell the story.

In this session with TPPF's Senior Writer, [Roy Maynard](#), we will strip away the niceties and get right to the heart of how to write the op-ed that actually gets published. What are the elements of a good op-ed, what is an argument, and how do I find out my opponent's stance on the issue? We'll tackle all of this and more, including TPPF's formal and correct process of working together on a piece.

## Thursday, November 19, 2020

### Session IV—Creating Impact: An Inside Look at TPPF's 2021 Strategy | 10:00-11:00AM

Out with the old and in with the new: the Texas Public Policy Foundation is reimagining the way things get done in the Lone Star State! Having effective and common-sense policy solutions to some of the state's biggest issues is one thing, but getting them heard by the people who matter most is another entirely. What is TPPF doing to turn our white-paper ideas into actual reforms that better the lives of the everyday Texan?

Tune in for this session with TPPF's Chief Communications Officer, [Brian Phillips](#), for a lively conversation on how thoughts get turned into action, and what you can do on an individual level to do just that within your own space. Brian will also give an overview on the top three policy issues TPPF is looking to tackle in the 2021 Legislative Session.

### Session V—Making Your Voice Heard: Testimony 101 | 2:00-3:00PM

Here's an intimidating thought: walking into the nation's largest state capitol and entering a room full of powerful and influential people, many of whom may be staunchly opposed to what you are about to say. Then, you testify on a policy issue that you believe in strongly but in which you may not be a full-blown expert. Providing testimony may be one of the most effective ways you can change history by changing votes—if you have the will to get out of your comfort zone and do it.

Well, TPPF's [Derek Cohen, Ph.D.](#) is here to take all the uncertainty away when it comes to this process and teach our young leaders how to deliver a compelling and effective testimony that changes lawmakers' minds. In this session, we'll take the fear out of the unknown by illustrating good and bad practices, produce mock testimony, and walking you through exactly what to expect should you ever choose to come to Austin—or Washington, D.C.

## Friday, November 20, 2020

### Session VI—Engaging Americans: What It Takes and Why It's Hard | 12:00-12:45PM

2020 has been quite the contentious year and now, more than ever, it's crucial that we as a nation maintain civil discourse. It's the only way to ensure a free and functioning society. So if we, as conservatives, believe that true change begins at home and in our communities, how in the world do we begin to have these difficult conversations with our friends on the other side of the aisle? If civil discourse is the only way to work together and move forward, what is the best way to engage – and to engage civilly? Please join us for this special closing session of the LLC Summit as we are joined by TPPF's Executive Director, [Kevin Roberts, Ph.D.](#)