



2016 GMU Student/Industry Communications Forum

Political and Policy Communications: Impact, Ethics and the Art of Persuasion

October 25, 9:30 a.m. – 12:45 p.m.
The Johnson Center, George Mason University, Fairfax, Virginia

What do politicians say to get elected and what changes when they assume office?

How do businesses effectively and ethically communicate their policy priorities to regulators, elected officials and the public?

Where do journalists and the media fit into the equation?

What role do professional communicators play and where does one find these jobs?

On November 8, all eyes will be fixed on the Presidential election. At the 2016 Communications Forum, George Mason University will take a closer look at political and policy communications – what it entails and why it matters. Join us as a line-up of dynamic speakers, representing a wide array of professional backgrounds, share their thoughts, experiences and perspectives on the current state of political and policy related communications and what we can expect in the years to come.

Following the presentation, students will be invited to participate in a unique speed mentoring session with top professionals currently working in the field of strategic communications.

Featured Speakers and Panelists Include:

Gov. Martin O'Malley
Opening Keynote Speaker

Mark McKinnon
No Labels Co-founder, Co-creator of Showtime's The Circus
Closing Keynote Speaker

Michael Shear
White House Correspondent, New York Times – Moderator

Torie Clarke
Senior Vice President of Global Corporate Affairs, SAP

Sarah Audelo
Political and Field Director, Rock the Vote

Linda Qiu
Staff Writer, PolitiFact

Professor Emily Vraga
George Mason University

Sponsored by George Mason University Insight Committee of the Department of Communication, a volunteer advisory board comprised of experienced leaders in professional communication. The group annually sponsors an on-campus event to provide students access to and advice by leading professionals.