



## **Congressional City Conference**

### **Key Take-Aways**

**NLC University – Federal Advocacy 101**

**Monday March 13th**

**1:45 pm – 3:15 pm**

**Presenters: Ashley Smith**

- 1. Learn about NLC's Federal Action Agenda and why it's more important than ever for local leaders to advocate for city priorities**
- 2. Understand why effective communication with members of Congress and their staff is important**
- 3. Explore how to build a strong message and practice your elevator pitch**