

Mo Elleithee

Founding Executive Director of Georgetown University's Institute of Politics and Public Services

Political Outlook. For nearly two decades, Mo Elleithee has been on the frontlines of politics and one of the top Democratic communications strategists in the country, helping political leaders and organizations figure out how to tell their story in order to break through the rapidly changing media landscape. With humor and a charismatic personality, Elleithee shares stories and insights about the current state of politics, giving audiences an insider's glimpse into the workings of Washington. He highlights what they can expect from the upcoming elections, the narratives around the hot button issues, and reasons why our political system is broken — and what audiences can learn from young voters about how to fix it.

Getting Past Political Polarization. We are currently living in a period of unprecedented polarization. Political party lines have been drawn and those divisions have permeated their way into society at an accelerated pace thanks to the digital world. In this session, master political storyteller and strategist Mo Elleithee leads an important conversation on the defining moments that have led to this juncture in American history, which he calls the “Post-Trust” era. He analyzes how a shift from the politics of “left vs right” to the politics of “front vs back”, the information ecosystem, and the incentivization of polarization have all played a key role in driving us further apart, while proposing actionable solutions for getting past this era of divide and embracing common ground, as well as differing views.

Yoda, the Tree Octopus, and Effective Story-telling in a Post-Trust Era. Long recognized as one of the most effective political communications strategists in the country, Elleithee shares with audiences his tips on the best ways to communicate in a highly fractured and polarized communications environment. Drawing from his decades of experience in politics and as a television commentator, his keen insight into what moves voters, and his deep understanding of today's ever-shifting media landscape, Elleithee offers a master class to communicators on advocacy and persuasion. Using humor and his mastery of story-telling, Elleithee shares why communications professionals should stop thinking about their “message,” why and how to connect with unfriendly audiences, why traditional communications strategies are destined to fail in today's media environment, and how everything we need to know about communicating can be learned from Yoda and a tree octopus.