

Joe Trippi

Legendary Democratic Strategist and Campaign Manager

- Politics (general)
- Presidential elections -Technology & Politics
- Internet and how it is changing people's lives
- Media advertising
- Changing people's perceptions/opinions
- Grassroots movements
- How to reach voters in the 21st century
- How to create a message that breaks through
- Message and Media
- Empowerment Age--How the Information Age is evolving into the Empowerment Age and what corporations and politicians need to do to succeed
- Corporate public relations and how it is changing in the face of new activism--the Wal-Mart example