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2024
PROGRAM AGENDA
SESSION DETAILS

JUNE 5 - 9

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KEYNOTE SPEAKERS:

JOSE NUNEZ

THURSDAY JUNE 6, MORNING

What organizers can learn from the US Presidential Campaign

Jose has more than a decade of Democratic political experience, from school board to Presidential campaigns, with an expertise in developing innovative organizing programs utilizing digital strategies and technology. He currently consults campaigns and organizations on building strategic organizing programs, utilizing innovative digital strategies. Previously, he served as National Organizing Director at the Democratic National Committee supporting sweeping midterm victories in 2022.

Additionally, he served as Director of Digital Organizing for the Biden-Harris campaign, where he developed a national and in-state distributed and digital organizing program, leading to the largest volunteer and voter contact program in Presidential history. Jose is from San Antonio, Texas, and spends his spare time BBQing and doing fine woodworking. He currently resides in Washington, D.C. with his wife, Shelby, and their two pups, Buster & Rocky.



**Senior Advisor, Organizing
Democratic National Committee**

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KEYNOTE SPEAKERS:



**Chief Mobilization Officer
Democratic National Committee**

SHELBY COLE

THURSDAY JUNE 6, MORNING

**Ask Me Anything with the Chief
Mobilization Officer for the DNC**

Shelby Cole is a nationally recognized digital strategist with 10 years' experience building teams and directing grassroots campaigns for Democrats. As the Chief Mobilization Officer at the Democratic National Committee, Shelby leads a team of more than 60 strategists to inspire and mobilize the party's grassroots supporters to donate and volunteer, both online and offline. Prior to joining the DNC, she served as Digital Director for Vice President Kamala Harris.

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KEYNOTE SPEAKERS:

ANNIE WU HENRY

FRIDAY JUNE 7, MORNING

Organizing for Sustainability and Equity

Annie Wu Henry is a progressive social media and digital strategy expert with a passion for on-the-ground organizing, electoral work, and online media. Currently serving as the Creative Director at AAPI Victory Fund and Digital Consultant for Working Families Party, Annie's visionary approach has propelled campaigns and initiatives to new heights. Previously, she contributed significantly as the Communications Consultant for congresswoman Alexandria Ocasio-Cortez and as the Social Media Producer for John Fetterman's successful Senate campaign in Pennsylvania.

Annie's expertise has been recognized by the New York Times, and she has contributed to prominent online advocacy platforms. Her content has gone viral, reaching audiences including Rachel Cargle, Viola Davis, Kerry Washington, Ariana Grande, and more. Through her personal platform, Annie engages her following to promote awareness and activism. Passionate about progressive politics, pop culture, and pressed coffee, she values people who strive to do the right thing.



**Social Media & Digital Strategy Expert,
Creative Director at AAPI Victory Fund,
& Digital Consultant for Working
Families Party**

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KEYNOTE SPEAKERS:

ASHLEY PINEDO-CARLSON

FRIDAY JUNE 7, MORNING

Leading Teams in Times of Urgency

Ashley combines coaching and training with her leadership and organizing experience to help others unlock their potential to change the world.

Ashley leads the Coaching practice at The Management Center, a nonprofit that helps social justice leaders build more equitable, sustainable organizations that achieve results. There, she manages a team of coaches who work one-on-one with some of the most accomplished and inspiring nonprofit leaders in the United States, with a particular focus on supporting leaders who identify as Black, Indigenous, and people of color.

Before joining The Management Center, Ashley spent eight years training, managing, and organizing in support of President Obama. Starting as a volunteer organizer, she rose through the ranks and served in various roles in Oregon, New Mexico, Arizona, and Florida, where she led staff and volunteer training and played a key role in designing the voter registration program that delivered Florida's 29 electoral votes to President Obama in 2012. After the 2012 cycle, Ashley served as National Training Director at Organizing for Action, where she and her team built and led a range of organizing and advocacy training programs that resulted in over 12,000 individuals trained. Through these experiences, Ashley learned how to manage others—oftentimes the hard way—and became a firm believer that in mission-driven organizations, we can manage in ways that treat people well *and* deliver ambitious results.



**Senior Partner,
Head of Coaching
The Management Center**

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KEYNOTE SPEAKERS:



NED HOWEY

FRIDAY JUNE 7, EVENING

Junk Politics

**CEO & Co-Founder
Tectonica**

Ned Howey is the CEO and co-founder of Tectonica Digital Campaign Solutions, whose mission is to create a seismic shift in the way politics are done, through innovations that empower social, economic, and environmental justice movements. Since its inception in Buenos Aires, Argentina in 2012 and a relocation to Barcelona in 2019, Ned has led the agency's growth, working with clients in over 40 countries on more than 500 organizations.

Under his leadership, Tectonica has collaborated with progressive NGOs, candidates, political parties, and unions to design and execute effective campaigns rooted in people power. Notable clients include the International Campaign to Abolish Nuclear Weapons (ICAN), Bend the Arc: Jewish Action, the European Green Party, GirlTrek, the UK Labour Party, UNI Global Union, Belgium's Parti Socialiste, Macron's La République En Marche!, Democrats Abroad, and the City of London. Tectonica is also proud to be a B-Corps certified agency.

As part of its social mission, Tectonica hosts the Tectonica Organising Network (TON) – a community of thousands of progressive organizations innovating to win social and political change through people-based power and transformational political practice. This platform serves as a hub for sharing resources, learning, and collaboration.

He is the author of the ebook, "Fixing Our Democracies and Winning Elections in The Age of Junk Politics: A Guide to Transformational Campaigning." Additionally, Ned has authored influential thought leadership pieces, including the Five Part Framework for Digital Organizing, the first-ever Report on the State of Digital Organizing in Europe, and the Definitive Distributed Organizing Guide.

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KEYNOTE SPEAKERS:



**Founder & Executive Director
Center for Tech and Civic Life**

TIANA EPPS-JOHNSON

SATURDAY JUNE 8, MORNING

Collaborating for Success

Tiana Epps-Johnson is Founder and Executive Director with the Center for Tech and Civic Life. She is leading a team that is doing groundbreaking work to make US elections more inclusive and secure. In 2020 when the COVID pandemic collided with the US Presidential Election, Tiana led a \$350 million nonpartisan effort to prevent Election Day from becoming a superspreader event and to ensure a smooth and secure process for voters nationwide. Tiana was a 2022 University of Chicago Center for Effective Government Senior Practitioner Fellow, a 2021 Emerson Collective Dial Fellow, a recipient of the 2020 Skoll Award for Social Entrepreneurship, and was selected to join the inaugural cohorts of Obama Foundation Fellows (2018) and Harvard Ash Center Technology and Democracy Fellows (2015). Tiana earned a MSc in Politics and Communication from the London School of Economics and a BA in Political Science from Stanford University.

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KEYNOTE SPEAKERS:



LATOIA JONES

SATURDAY JUNE 8, MORNING

SVP
Government Affairs & Political
Partners at Hustle.

LaToia A. Jones is an organizer, community activist, and national strategist. LaToia currently serves as the Senior Vice President of Government Affairs & Political Partners at Hustle a progressive digital peer-to-peer communications company. In her role, she's responsible for developing and implementing strategies that enhance Hustles' image, influence, and engagement in the Labor, Political, and Legislative space.

With over 20 years of extensive experience in labor and community organizing and political experience in presidential campaigns, gubernatorial races, and countless congressional and local races — LaToia's purpose and drive have always been to be the most effective public servant possible. Affectionately known as the "Queen Maker", LaToia thrives on supporting and building the next generation of leaders particularly women and women of color.

LaToia began her career in servant leadership as a member of the College & Young Democrats of Georgia. She would later become the first African American female executive director of the College Democrats of America. LaToia has served as the Associate Director of Human Rights and Community Relations, at the country's largest professional union, the American Federation of Teachers. In addition, LaToia has built community programs that have positively impacted the lives of millions of people.

LaToia continued to be an active participant in ensuring America's promise — serving in key roles in 2008, 2012, and 2016 Democratic National Conventions. Presently, she is a Truman National Security Partner and currently serves on the boards of Power Rising, Higher Heights for America, EMERGE America.

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TAKE THE STAGE

Activate is all about community and peer-learning; We invite you to play an active role in shaping the agenda.

Here are a few ways to engage and take the stage to make the most of our gathering:

Marketplace of Ideas

These fast paced 90 second presentations allow you to introduce yourself and your projects to the gathering. This is your chance to pitch an idea or make that ask. Creativity and passion are encouraged. Sign up for Marketplace in the lodge once we're at Hollyhock.

Peer Coaching Circles:

We gather in small groups of 5 for these interactive problem solving sessions. Each person can share a challenge and receive supportive peer reflection.

FAIL! Night:

An Activate classic! Take the stage to share your f-up story and lessons learned! Fail stories can be 2 - 5 minutes. Email activate@hollyhock.ca to sign up to present!

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TAKE THE STAGE

One-on-Ones

20-30 minute sessions that participants can book to seek advice, wisdom, and direction in their work from peers. [Sign up to be a One-on-One advisor](#)

Roundtables

Is there a topic that's missing from the Activate agenda that you need to talk through with this crew? We encourage you to actively build your own session! [Sign up to host](#) a casual, unstructured conversation with your fellow participants. Whoever shows up for the conversation are the right people there, and people are welcome to pop in and out.

Pods

An opportunity to connect more deeply with a mini-cohort and reflect on your learning. We'll have Pod Time every day.

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WORKSHOP PRESENTERS

TUDOR MIHAILESCU

JUNE 6, 2:30-4:00PM KIAKUM

How to Use Generative AI To Create Effective Social Media Content



Cofounder & CEO
SoSha

This session will focus on providing actionable insights into how to integrate Generative AI tools in the social media content creation process for progressive digital organizers and marketers. During the session, we will be discussing what specific AI tools can be beneficial to use for each step of the content creation process and distinguish between types of social media content that you can create (orgs' own posting ads, social media toolkits etc.). We'll also be discussing how to measure the efficiency of AI powered tools and best practices for integrating these tools into your existing workflow. To make the session easy to follow, we'll be taking specific case studies from progressive grassroots advocacy and campaigns to illustrate how these steps can be achieved practically.

Tudor Mihailescu is a Cofounder and CEO at SoSha, an AI-powered social media sharing technology that helps organizations generate targeted and measurable organic engagement by leveraging the social clout of their online communities as a reliable alternative to paid digital ads. Tudor has built a career at the intersection of language research and civic technology. A Forbes 30 under 30 Europe nominee, Tudor previously cofounded a social network for politics and did Ph.D. research in language modeling focused on US Presidential speeches.

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WORKSHOP PRESENTERS

HILLORY TENNUTE

JUNE 6, 2:30-4:00PM RAVEN

Rematriation and Seven Generational Planning: Foundations for Reconciliation

This workshop explores the pivotal role of rematriation within the context of Seven Generational Thinking and Planning—an Indigenous approach that ensures decisions made today will benefit the land, culture, and communities for generations to come. This session is designed to deepen understanding of how rematriation, extending beyond the return of lands is crucial to restoring Indigenous sovereignty and revitalizing traditional knowledge systems.

In this session, participants will gain a better understanding of the principles of Seven Generational Thinking and its importance in sustainable community, sociopolitical and environmental planning. Discuss the essential role of rematriation in the reconciliation process in Canada, addressing historical injustices and fostering a future of equity and mutual respect.



CEO
Lodge Consulting

Hillory Tenute Gi Chi'noodinkwe Aapti Beebom N'gigikwe (She/Her/They/Them), is an Indigiqueer Anishinaabekwe with settler descent from the Chippewas of Nawash First Nation located in Neyaashiinigmiing, Ontario part of the Saugeen Ojibway Nation Territory in what we now call Canada. Hillory is the CEO of Lodge Consulting, a proudly Indigenous-owned consulting firm that specializes in advancing reconciliation efforts through comprehensive and strategic partnerships between government entities and Indigenous communities. The Lodges mission is to foster meaningful dialogue and effective collaboration that respects and promotes Indigenous sovereignty and culture. She is also the former Executive Director ("Executive Auntie") at Indigenous Youth Roots, (formerly known as Canadian Roots Exchange (CRE), a national Indigenous Youth led organization that provides reconciliation-based programs, grants and opportunities that are designed to strengthen and amplify the voices of Indigenous youth across Turtle Island. Hillory resides on Algonquin Unceded Territory where you can find her beading, chasing after her nephews and asking if she can pet your dog.

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WORKSHOP PRESENTERS

KATE CATHERALL

JUNE 7, 2:30-4:00PM KIAKUM

Introduction to Strategic Planning

This workshop will cover the why, what, and how of strategic planning. Whether you're building an organization, scaling a movement, or launching a campaign: crafting a strategic plan is a critical first step toward securing success. In this session, we'll discuss how to prepare for planning, the components of an effective strategic plan, best practices, and common pitfalls. Then participants will have time to apply what they've learned to their own work by developing strategic frameworks.



**Founder and Principal
Slow Clap**

Passionate about building capacity for social impact, Kate Catherall brings over 15 years of leadership experience in public engagement, advocacy, and electoral politics. Kate has trained and worked with movement-builders and campaigners across Africa, Asia, Europe, Latin America, and the Middle East, with partners hailing from more than 40 countries.

As a consultant and researcher, she has guided strategy and advocacy efforts across a wide range of issues including reproductive freedom, clean energy, gun violence prevention, education reform, public health, and international conflict resolution. Kate is the Co-founder and Board Chair of Arena, an organization that convenes, trains, and supports next generation candidates and political professionals. Since 2017, Arena has helped to elect 61 candidates to Congress, state, and local offices, and has trained more than 8,000 campaigners through Arena Academy. Kate got her start as an organizer on Barack Obama's 2008 campaign, and has since worked with many rising stars including Cory Booker, Lauren Underwood, Lina Hidalgo, and Andy Kim. She resides in Oakland, California with her partner Conrad and her retriever mix, Louie. Kate spends as much time outside as possible, and loves film, music, writing, travel, forest bathing, and pizza.

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WORKSHOP PRESENTERS

RYAN GILLES & MARTHA GRANT

JUNE 7, 2:30-4:00PM RAVEN

Election Victory Toolkit: Leveraging Action Builder and Action Network

This workshop provides an overview of Action Builder and Action Network tools, showcasing their use in election campaigns and union organizing. Participants will engage in an interactive Q&A, explore practical scenarios, and review use case studies to see these tools in action. Perfect for those looking to apply these powerful tools to drive impactful change in their organizations and in the upcoming election!



Martha is the Director of Product Strategy at Action Network and founder of the contract management tool Inscriptiv. She's a big believer in cooperative development and co-ownership models for building movement technology. Part mediator, part translator and part visionary, she knows we can use human-centered tech to win big and win fast. Martha has spent her career working for labor, political campaigns and nonprofits.

**Director of Product
Strategy, Action Network**



Ryan Gillies (he/him) is the National Representative for Digital Infrastructure within the Political Action, Campaigns and Communications department at the Canadian Labour Congress. Ryan is a digital tools specialist that uses digital advocacy tools to build power for labour across Canada, transforming the way unions organize and mobilize their members and supporters. In his role, he oversees the strategic use and implementation of Action Network, as well as other cutting-edge digital tools to drive impactful campaigns and foster engagement. Ryan also supports CLC affiliates with the adoption of Action Network, providing strategic direction and technical training to help build internal capacity for the use of digital tools. He also leads the CLC's partnership with Action Network on the Product Development Committee, ensuring that these digital tools evolve to meet the ever-changing needs of the labour movement. Ryan is a proud member of IAMAW LL 3111.

**National Representative,
Canadian Labour
Congress**

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WORKSHOP PRESENTERS



CEO + PARTNER
Metric Strategies

LOU KERR

JUNE 8, 2:30-4:00PM KIAKUM

From Idea to Post

Does this sound familiar: a boss or colleague sends you a random piece of content, saying "get this out on social!". You know it's not going to perform well, and, it doesn't.

Join Lou Kerr in a workshop focused on turning the content you already have into engaging social content that you can learn from and begin develop best practices that fit your audience. We'll take case studies and learn how to effectively communicate to specific audience groups across Facebook and Instagram through static and video assets. With the time we have, this workshop will focus in on Meta platforms, which still represent the lion's share of social media activity. Together we'll explore best practices, complete hands-on exercises and have a show and tell session to wrap up the workshop.

Lou Kerr is the Chief Operating Officer at Metric, a digital agency that works with organizations on their campaigns and digital strategy. We work with organizations of all sizes, from volunteer-run organizations to multi-million dollar international charities and everyone in between.

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WORKSHOP PRESENTERS

SAMAN TABASINEJAD

JUNE 8, 2:30-4:00PM RAVEN

Winning at City Hall: A Deep-Dive to See How Progressives are Winning at Toronto City Hall

After back-to-back city-wide elections, we've made real progressive change at Toronto City Council and the TDSB. With our support, 5 new councillors and 6 trustees were elected in 2022, and we played a key role in Olivia Chow's win in the mayoral by-election. Our strategy and theory of change is simple: if we organize consistently, in and out of election seasons, we can push through a progressive agenda and change City Hall. Our recent victories prove that this approach works. Want to know how we did it? Join our workshop. We're diving into the tactics, organizing models, and tools that brought us these wins. Learn how we combine digital strategies with grassroots efforts, stretch resources for maximum impact, and really dig into the strategy behind our campaigns. Plus, we'll show you how to take these lessons and apply them to your own goals for electoral success.

Saman Tabasinejad is the Executive Director at Progress Toronto. She has degrees in Political Science and Anthropology. She is particularly interested in how large policy decisions affect everyday lives. Saman knows that meaningful change cannot be achieved unless actions that address and remove systemic barriers are taken. In 2018, Saman ran for office in North York. She worked at the DUKE Heights BIA, at the Downsview Advocate, and served as a Board Member of the Iranian Canadian Congress for two terms. She currently serves on the Board of Directors for Platform, a civic leadership platform for Black, Indigenous, and racialized young women and gender-diverse youth. Saman has also served on the executive of Roofs for Refugees, pairing newly arrived refugees with homes, and has spent time organizing with immigrant communities. Saman is dedicated to building a progressive city and making room for women, especially young racialized women, to take space, influence policy-making and run for office.



Executive Director
Progress Toronto

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ROUNDTABLES



JUNE 6

JOSE NUNEZ

Senior Advisor, Organizing
Democratic National Committee

Where To Put Your Money



JUNE 7

KARINE FORTIN

Director of Communications
Canadian Union of Public Employees (CUPE)

Mobilizing for Political Change



JUNE 7

SHANAAZ GOKOOL

Executive Director
Leadnow

**Addressing Tensions Between
Electoral Politics and Long Term Organizing**

Is there a topic that's missing from the Activate agenda that you need to talk through with this crew? We encourage you to actively build your own session! **Sign up to host** a casual, unstructured conversation with your fellow participants.

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YOUR TEAM



Laurie Antonin
Canadian Labour Congress



Sara El-Amine
Obama for America



Shanaaz Gokool
Leadnow



Khari Wendall McClelland
Facilitator



Oliver Paré
OPS



Jack Milroy
Uplift Fundraising Partners



Laurel Dault
Hollyhock Leadership
Institute



Orane Cheung
Hollyhock Leadership
Institute



Peter Wrinch
Hollyhock

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