Logistics & Community Engagement Report

Revised Jul 30, 2024

Community Engagement

This report outlines the community engagement activities for two significant events: the RNC event on July 17th in Milwaukee and the DNC event on August 21st in Chicago. These events aimed to foster discussions among US policymakers, blockchain/web3/crypto experts, and thought leaders to bridge the knowledge gap and cure common misconceptions about the space. This report details the engagement strategies and channels used to promote these events.
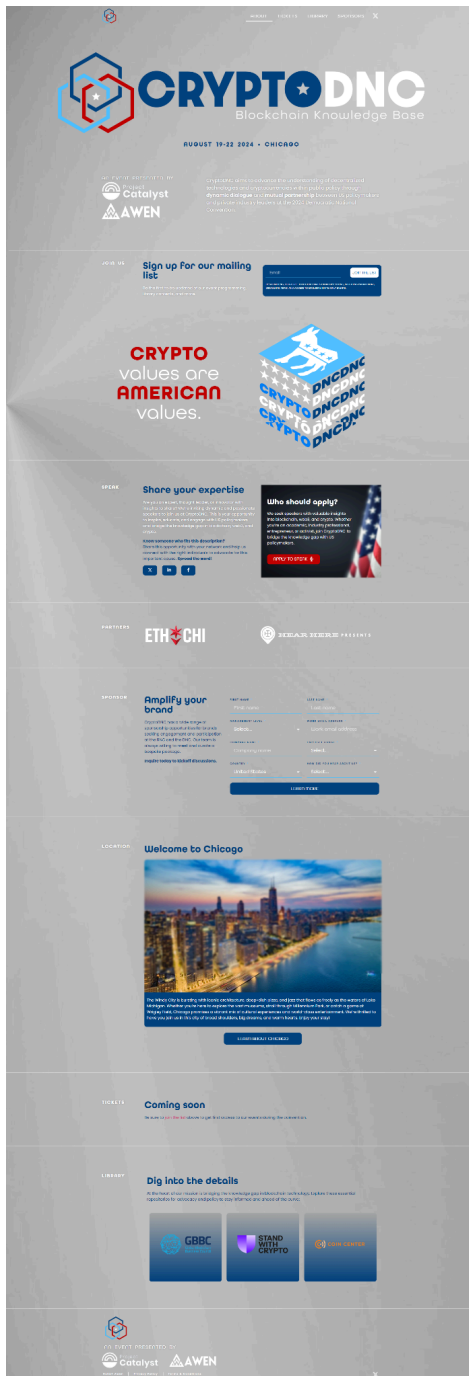
Engagement Channels & Activities

X

For each event, distinct X accounts are being utilized to engage with specific audiences and provide tailored content. These accounts will serve as dedicated channels for updates, announcements, and interactive engagement related to CryptoRNC and CryptoDNC. This approach ensures targeted communication and better audience segmentation for each event.

CryptoDNC
@crypto_dnc Follows you

The Blockchain Knowledge Base at the 2024 @DemConvention in Chicago. Powered by @awen_online

📍 Chicago, IL   🔗 cryptodnc.com   📅 Joined March 2024

https://x.com/crypto_dnc

CryptoRNC ✔

@crypto_rnc

The Blockchain Knowledge Base at the 2024 @GOPConvention in Milwaukee. Powered by @awen_online

📍 Milwaukee, WI   🔗 cryptornc.com   📅 Joined March 2024
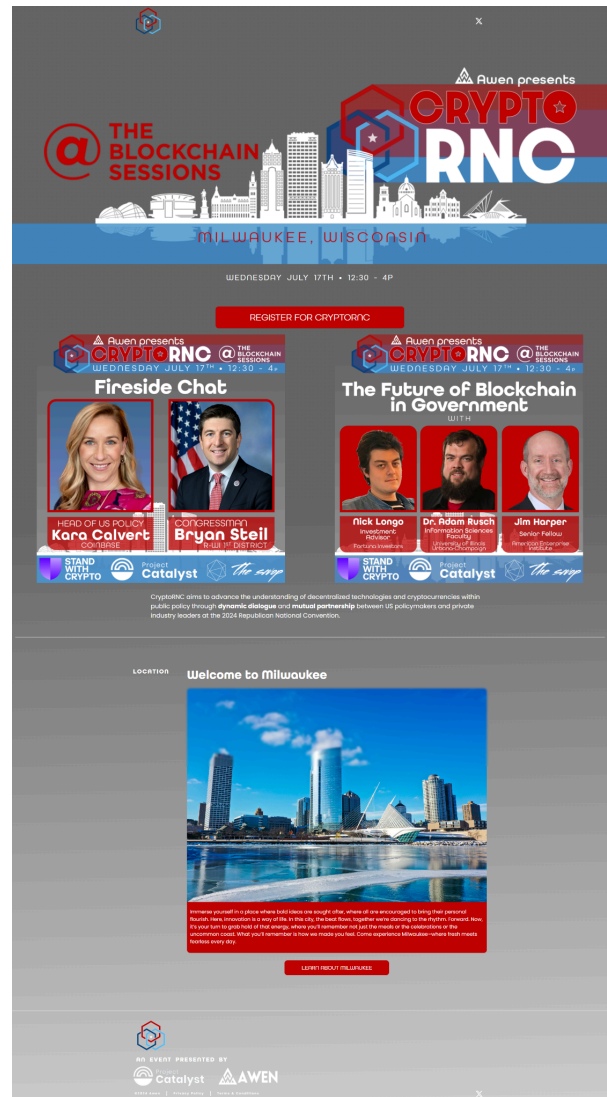
https://x.com/crypto_rnc

Websites

For each event, distinct websites are being created to cater specifically to the unique themes and audiences of CryptoRNC and CryptoDNC. These websites will serve as centralized hubs for event information, registration, and promotional content. By having dedicated online platforms, we can tailor the user experience and effectively market each event to their respective target demographics.

https://cryptodnc.com

https://cryptornc.com

Stand With Crypto

Collaborated with Stand With Crypto to [promote the CryptoRNC](#) event through their channels.

Official Platforms

RNC

The GOP Convention provided a form for organizations and event hosts to submit their events for inclusion in the master calendar.

This screenshot displays the final result, showcasing a comprehensive schedule of events for Wednesday, July 17, 2024, including details such as event locations, names, host organizations, press accessibility, and registration contacts.

WEDNESDAY, JULY 17, 2024

START	END	LOCATION	EVENT NAME	HOST ORGANIZATION	PRESS	REGISTRATION / CONTACT
9:00 AM	11:30 AM	Hilton Milwaukee City Center | Regency Ballroom	REAGAN-Starring Dennis Quaid and John Voight Movie Screening	Reagan Movie	CLOSED	Registration Link Password: rawhide Contact jnoble@btengage.com
11:00 AM	2:00 PM	The Edison	RNC Convention Luncheon	AAPC & The DonorBureau	OPEN	Contact kfoley@theaapc.org
11:00 AM	3:00 PM	Malchine Farms	The Great American Farm Fair	GOP Farm Committee, Farmers & Ranchers for Trump Coalition, and Honorary Congressional Chair Glenn "GT" Thompson	OPEN	To RSVP, or for more information, please contact: Brandon Winfrey | (703) 582-3619 Brandon@WincoDC.com
11:30 AM	2:00 PM	Delegation Hotels to Bus Depot	GOP Express (Convention Fest) NOTE: GOP Express will have signs with the specific departure times posted in the hotel lobby. Please refer to these signs upon arrival in the event of any last-minute changes.	RNC	N/A	Contact transportation@gopconvention2024.com
12:00 PM	2:00 PM	Hubbard Park Lodge	Delegation Luncheon	Utah Republican Party	CLOSED	Contact exec@utgop.org
12:00 PM	2:00 PM	Discovery World | Pilot House	Big Tent Event	Log Cabin Republicans	CLOSED	Registration Link Contact andrewm@logcabin.org
12:00 PM	2:30 PM	Lakefront Brewery	Lakefront Brewery Lunch & Tour	Washington State Delegation	OPEN	Registration Required Contact marlene@elltel.net
12:00 PM	2:30 PM	Hilton Milwaukee City Center | Regency Ballroom	REAGAN-Starring Dennis Quaid and John Voight Movie Screening	Reagan Movie	CLOSED	Registration Link Password: rawhide Contact jnoble@btengage.com
12:00 PM	4:00 PM	Harley Davidson Museum	Hogs and Dogs Concert with Amb. Scott Brown and the Diplomats Band	Northeast Region	OPEN	Link to Register
12:30 PM	4:00 PM	Location Provided Upon RSVP	CryptoRNC at The Blockchain Sessions: Featuring Congressman Bryan Steil	Awen	OPEN	Registration Link Contact cullah@awen.online
1:00 PM	4:30 PM	Baird Center Ballroom C	RNC Grassroots Training	RNC	CLOSED	Link to Register This training is only available for credentialed delegates, alternates, and guests.
1:30 PM	3:30 PM	Blue Ribbon Hall	Youth Votefest!	Institute of Politics	OPEN	Link to Register Contact gpimsler@uchicago.edu
2:00 PM	3:00 PM	Miller High Life Theatre	Rescue Mission: Saving America Starring President Donald J. Trump	Citizens United Productions	OPEN	Daily RNC Tickets or RNC Perimeter Passes will grant access. No RSVP Required.

Session and bus times are subject to change.

DNC

The DNCC Surrogate Request Form allows event organizers to request a surrogate speaker for their DNC week events, including officials like governors and policymakers, though submission does not guarantee availability. The Convention Event Submission Form is used to collect details on all events occurring from August 16-23 to aid in internal planning and the creation of the public calendar, with options to request surrogate speakers if needed.

Convention Event Submission Form

The DNCC looks forward to welcoming Delegates, Elected Officials, Allied Groups, Friends and more to Chicago for the Democratic National Convention. As planning continues, we are collecting details on **ALL EVENTS** from August 16 - August 23.

This information will help with ongoing internal convention planning activity and assist with building out the external public calendar.

Interested in a surrogate for your event?
Please complete the DNCC Surrogate Request Form linked here for surrogate needs. The DNCC Team will review requests and follow-up if availability is able to be confirmed. DNCC Surrogate Request Form

If you have questions, don't hesitate to reach out to us by emailing the P&C Team at:

Event Information
In the following section, any event information provided will be used for internal DNCC planning purposes. This information will remain with the DNCC and will not necessarily be shared publicly, unless explicit permission and consent is given.

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

DNCC Surrogate Request Form

Interested in a surrogate for your convention week event? Please complete this form to request a senior administration official, governor, member of congress, mayor, local elected, union leader, policymaker, issue advocate, etc.

In addition, please tell us more about your event, is it a: breakfast, luncheon, panel, reception, etc.? Is there a theme and/or focus?

NOTE: submitting a request does not guarantee a surrogate for your event.

Luma / Event Registration

For our events, we will use Luma for streamlined registration and email management. This platform allows attendees to register easily and helps us track participation and gather data. Luma's email tools enable personalized communication, ensuring smooth updates and reminders for all participants.

CryptoRNC - Luma link
Blockchain Sessions with Giancarlo - Luma link
CryptoDNC - Luma link tbd

To engage attendees and local media, we will send newsletter emails to press who responded via Luma and to our local press support lists. These newsletters will provide updates on upcoming events, key details, and speaker announcements. Additionally, they will include logistical information, registration links, and exclusive content to keep the recipients informed and involved. This communication strategy aims to enhance awareness, drive attendance, and ensure that local press are well-informed and can provide comprehensive coverage.

Schedule

July 13, 2024 - CryptoRNC Announcement

See press release

July 15, 2024 - C. Giancarlo Announcement

See press release

Aug 06, 2024 - CryptoRNC Survey & CryptoDNC Teaser

TBD

Aug 13, 2024 - CryptoDNC Announcement

TBD

Aug 20, 2024 - CryptoDNC Reminder

TBD

Event Logistics

The following is the most up-to-date brief for the event agendas including both those at RNC and DNC

CryptoRNC

The following is the agenda, day-of venue & logistics that is necessary for a successful event production during the 2024 Republican National Convention in Milwaukee.

Agenda Brief

July 17th, 2024

12:30 PM - 1:00 PM: Registration and Networking

- Attendees check-in and receive event materials
- Light refreshments and networking opportunities

1:00 PM - 1:15 PM: Welcome and Opening Remarks

- **Speaker:** Maggie Schmidt, CMO of Awen
    - Introduction to the event and overview of the agenda
    - Brief remarks on the importance of blockchain and cryptocurrency in politics and governance

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1:15 PM - 2:00 PM: Panel Discussion - "The Future of Blockchain in Government"

- **Moderator:** Dr. Adam Rusch, *Teaching Assistant Professor of Information Sciences University at Champaign-Urbana*
- **Panelists:**
    - Jim Harper, *Nonresident Senior Fellow, American Enterprise Institute*
    - Nick Longo, *Operations at Fortuna Investors*
- **Topics of Discussion:**
    - The role of blockchain technology in enhancing government transparency
    - How cryptocurrencies can influence political fundraising and campaign finance
    - Regulatory challenges and opportunities for blockchain in public administration
- **Q&A Session:** Audience questions for the panelists

2:30 PM - 2:50 PM: Keynote Speech

- **Speaker:** Rep. Bryan Steil, *U.S. Representative for Wisconsin's 1st District*

2:50 PM - 3:10 PM: Q&A Session with Rep. Bryan Steil and Kara Calvert, Head of US Policy at Coinbase

- Q&A session with Rep. Steil with questions asked by Coinbase Senior Executive

  Question 1: Regulatory Framework and FIT21

  "Rep. Steil, you have been a strong supporter of the Financial Innovation and Technology for the 21st Century Act (FIT21). How do you believe FIT21 addresses the current challenges of regulating cryptocurrencies and blockchain technologies? Can you elaborate on your remarks about how this legislation will foster innovation while ensuring consumer protection?"

  Question 2: Role as Chairman of the Committee on House Administration

  "As Chairman of the Committee on House Administration, you play a crucial role in overseeing federal election laws and procedures. How can your position help advance effective and balanced legislation for cryptocurrencies and blockchain technology? What steps do you plan to take to ensure that these technologies are integrated securely and transparently into our electoral and administrative systems?"

  Question 3 (Provided by Coinbase):

  "I know you are someone who values working across the aisle and trying to find reasonable common ground with your democratic colleagues. In your view, how are your Democratic colleagues thinking about this technology? We truly believe crypto is a nonpartisan issue but curious on your views given your role on the Digital Assets Subcommittee in the House Financial Services Committee."

  Question 4 (Provided by Coinbase):

  "In the last few months, there has been strong momentum for crypto policy as evidenced by the strong bipartisan passage of FIT21, the SAB 121 bills in both houses and now President's Trump embrace and official addition to the RNC platform. How does this impact the election and crypto policy generally?"

3:25 PM - 3:35 PM: Closing Remarks

- **Speaker:** Cullah, *CEO & Founder of Awen*
- Summary of key points and takeaways from the event
- Information on upcoming events and how to stay involved

3:35 PM - 5:00 PM: Mixer/Lounge

- Informal networking session with drinks and appetizers
- Opportunity to connect with speakers, panelists, and fellow attendees
- Relaxed atmosphere to discuss the day's topics and build professional relationships

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Day-of Venue & Logistics

Parking

Available parking includes metered parking on the street or [parking lots](#) nearby.

How to Enter Venue

Please view this [video walkthrough](#).

The entrance to the venue is located next to Bavette on Broadway, through the black door and up the steps.

Hospitality

There is a green room immediately to the right of the second floor entrance in the venue for the Speakers team.

Available refreshments include water, tea, coffee, soda as well as sub sandwiches, charcuterie boards, fruit, and caprese skewers.

CryptoDNC

The following is the agenda, day-of venue & logistics that is necessary for a successful event production during the 2024 Democratic National Convention in Chicago.

Agenda Brief

August 21th, 2024

12:30 PM - 1:00 PM: Registration and Networking

- Attendees check-in and receive event materials
- Light refreshments and networking opportunities

1:00 PM - 1:15 PM: Welcome and Opening Remarks

- **Speaker:** Maggie Schmidt, CMO of Awen
  - Introduction to the event and overview of the agenda
  - Brief remarks on the importance of blockchain and cryptocurrency in politics and governance

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1:15 PM - 2:00 PM: Panel Discussion

- **Moderator:** Dr. Adam Rusch, *Teaching Assistant Professor of Information Sciences University at Champaign-Urbana*
- **Panelists:**
  - [Panelist TBD]
  - [Panelist TBD]
- **Topics of Discussion:**
  - [Topics TBD]
- **Q&A Session:** Audience questions for the panelists

2:30 PM - 2:50 PM: Keynote Speech

- **Speaker:** [Speaker TBD]

2:50 PM - 3:10 PM: Q&A Session

- Q&A session with [Speaker TBD] with questions asked by [Speaker TBD]
  Questions TBD

3:25 PM - 3:35 PM: Closing Remarks

- **Speaker:** Cullah, *CEO & Founder of Awen*
- Summary of key points and takeaways from the event
- Information on upcoming events and how to stay involved

3:35 PM - 5:00 PM: Mixer/Lounge

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Day-of Venue & Logistics

How To Enter Venue

For easy access, guests should enter through the Orleans entrance on the west side of the Merchandise Mart and take those elevators to the 12th floor. Additionally, any elevators in the Merchandise Mart that access the 12th floor will also work.

Parking

Reserve discounted parking steps from the Merchandise Mart with SpotHero. Download the SpotHero iPhone|Android App or visit the SpotHero Website to book your spot in advance! Use code 1871 for an extra $5 off!

Hospitality

There will be a limited selection of food and hors d'oeuvres as well as light refreshments. There is a dedicated green room for speakers.

Learn more about how to get to the venue...
https://1871.com/getting-to-1871/