



California Association of Public Information Officials

Elevate the Art of Public Information

Marty Boyer of Communication Advantage will **provide a practical, low-cost approach to strategic communications planning, using a case study based on a successful local ballot measure.**

In addition, a “menu” of other topics will be covered as time and interest warrant. These may include:

- **Effective presentations**
- **Crafting great key messages**
- **Interview techniques refresher**
- **Recent crisis management examples**
- **Use of social media – what’s worked/what hasn’t (open discussion)**

Date: Thursday, February 25, 2010

Time: 12:30 p.m. to 4:30 p.m.

Location: 777 12th Street, 3rd Floor, Sacramento, CA 95814 (Sacramento Metropolitan Air Quality Management District)

Cost: CAPIO members \$50; Non-members \$70

TO REGISTER: Complete the form below and submit in one of the three ways before **Wednesday, February 17:**

MAIL, with a **check** for the workshop fee, to: **CAPIO, 1400 K Street, 4th Floor, Sacramento, CA 95814**

FAX registration and complete credit card authorization form (attached) to Emily Cole at (916) 658-8240

CALL Emily Cole at (916) 658-8253 with registration and credit card information

Please register me for the Feb. 25 CAPIO workshop:

Name _____ Title _____
Agency _____ E-mail address _____
Mailing address _____
City _____ State _____ Zip _____
CAPIO member (\$50) _____ Non-member (\$70) _____

Please make checks payable to CAPIO – **Registration deadline Wednesday, February 17, 2010**



California Association of Public Information Officials
1400 K Street, Suite 400, Sacramento, CA 95814
916/658-8211 • 916/658-8240 fax

CAPIO Credit Card Authorization Form

City/Agency

Contact name

Contact phone number

Contact e-mail address

Credit Card Information

Type of card: Visa Mastercard

(Unfortunately we can not accept American Express)

Amount \$ _____

Name on credit card

Authorized Signature

Credit Card Number

Expiration Date

Billing Address (Address, City, State, Zip) We are unable to process your card without the billing address.

Please complete the information above and mail or fax to:

CAPIO

Attn: Emily Cole

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