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Speaker:

Fred Cook
Chairman Golin
Director USC Center for Public Relations



Maurice Chaney
CAPIO President
Government and Public Affairs Supervisor
Cucamonga Valley Water District



Erin Morales
CAPIO President Elect/Treasurer
Government and Public Affairs Supervisor
Cucamonga Valley Water District



Prices

\$30 for CAPIO Members and
\$35 for Non-Members

Contact information:
info@capio.org
or call 1-844-CAPIO55

“CAPIO 2021 State of Communications”

Tuesday, January 26

From your Desktop

10:00 a.m. – 11:30 a.m.

2020 was a year unlike any other, government communicators faced unique challenges in communicating with their communities and other key audiences while dealing with a pandemic, civil unrest, the election and an array of other crisis.

The ongoing communications demands of last year made it more important than ever to provide information at the right time, the right place and with relevance.

Additionally, the public’s need for critical information is growing, technology and the tools to effectively communicate are changing and California’s diverse environment continues to face numerous state-wide issues affecting its residents, requiring government sector communicators to find ways to effectively inform, educate and engage.

During CAPIO’s 2021 State of Communications webinar, attendees will learn about key issues facing California communicators and find out about CAPIO’s areas of focus for 2021 from CAPIO’s President Maurice Chaney and CAPIO President Elect/Treasurer Erin Morales.

Attendees will also hear from Fred Cook, director of the USC Center for Public Relations. Cook will highlight USC’s annual Relevance Report, which identifies emerging issues and forecasts topics and trends impacting business and communications in the coming year, including the impact of the Presidential election on the communications profession.

Key take-a-ways from this webinar include:

- Statewide topics that will affect public sector communicators in 2021
- Trends impacting business and communications nationally
- CAPIO’s key areas of focus the next year

Webinars can be watched live or after the webinar via recording.
All registrants are provided with a link to the recording.