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## Speakers:

**Thomas Reeves**  
Community and Media Relations Officer  
City of Modesto



**Kim Newcomer**  
CEO/Founder  
Slate Communications



**Prices**  
\$20 for CAPIO Members and  
\$35 for Non-Members

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## “Storytelling is not a Unicorn: A Practical Approach to Creative Storytelling Using Graphics and Visuals”

**Thursday, February 18**

### From your Desktop

Noon – 1:00 p.m.

Does the term “tell your story” make you want to scream? Does the word “storytelling” make the hair on the back of your neck stand up? This session is for you.

As public-sector communicators, we are often tasked with communicating complex topics to our communities. From annual agency-wide budgets to important capital improvement projects, we all know how important it is to present these topics in a way that is easy-to-understand, visually based, and - wait for it - tells a story. Stories better engage our residents and communities and build trust and confidence in our agency. In this session, we’ll offer some insights, tips and tools to using graphics and visuals to support your storytelling efforts...and perhaps make your life a little easier too.

### Key take-a-ways:

- Storytelling Worksheet you can use to match your resources and audience in order to make the process easier and more effective
- Tips to re-envisioning complex information using creative storytelling and visuals
- Tricks to leveraging visuals and creating new formats to present across different platforms
- Tools for creating cost-effective options for creating dynamic visuals
- Case studies showcasing the power of visual storytelling

*This session qualifies for:*  
CAPIO Certificate in Communications Credit – Writing  
APR Maintenance Credit

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