

September 11, 2019

Sacramento Area Sewer District
10060 Goethe Rd.
Sacramento, CA 95827

9:30 to 2:00 p.m.

9:30 to 10 a.m.: Registration
and Networking

10 a.m. to 2 p.m.: Program

Speaker Information



Scot Crocker
Founder/CEO
Crocker Branding & Communications

Workshop Sponsor



Prices

CAPIO Members - \$45

Non-members - \$60

Contact information

info@capiro.org or call 1-844-CAPIO55

Lunch will be provided

Developing a Sound Strategy: The Key to Effective Communications

A solid, strategic communications plan provides value to your skills as a communications pro and can set your agency and department up for success through ensuring a road map that clearly defines goals, objectives, strategies and tactics. During this workshop, you will learn how to develop a measurable communications plan that will showcase value to your organization.

Key takeaways from this hands-on course include:

- How to Create a Department-wide 3-5 year Communications Plan
- How to Create a Communications Plan for projects, programs and initiatives
- Review of the planning process from research to measurement and everything in between
- How to get buy-in from your agency
- How to work with a consultant on a plan or tackle a plan in-house
- Hands-on development of a communications plan – each attendee will work to develop an outline of a plan for a specific program or project for their agency. Workshop instructors will be available to answer questions and provide high-level guidance and suggestions.

REGISTER TODAY
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