

**September 17, 2019**

**City of Newport Beach**  
**Marina Park Community Center**  
**1600 W. Balboa Blvd.**  
**Newport Beach, CA 92663**

**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



**Jenny Windle, MPA**  
President, JPW Communications



**Susanne Bankhead**  
Vice President, JPW  
Communications

## 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.

### Workshop Sponsor



**CITY OF**  
**NEWPORT BEACH**

### Prices

CAPIO Members - \$45

Non-members - \$60

### Contact information

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

*Lunch will be provided*

**REGISTER TODAY**  
**@ CAPIO.ORG**