Power Lunch Webinar

REGISTER TODAY @ CAPIO.ORG

Speakers:

Allison Paisner, Zencity
Customer Success Manager

Paul Hosley, City of West Sacramento
Communications and Media Officer

John Mlynar, City of Palmdale
Public Information Officer

Whitney Skillman, City of Fairfield
Communications Supervisor

Prices
$20 Member
$35 Non-Member

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

"Improving Your Agency's Storytelling with Artificial Intelligence"

Thursday, October 8

From your Desktop
9 – 10:00 a.m.

How can public agencies incorporate community feedback and sentiment into their messaging and better shape their communications strategy? Discover how government agencies across California are using artificial intelligence (AI) technology to understand discourse trends, identify community pain points and measure the effectiveness of community outreach efforts.

This session will include a brief overview of Zencity and the applications of AI in local government followed by a public-sector panel conversation covering the challenges of messaging misalignment, crisis communications and outreach to constituents, social media management and community negativity and how these innovative public-sector agencies tackled them using AI in the age of COVID.

Key Take-A-Ways:
- Using AI to develop a holistic data-picture of community feedback
- Learning how AI can help identify the most effective channels for customized messaging and track the footprint of communications to help your community become a more data-driven organization
- Sharing of case studies and lessons learned

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

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