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**Speaker:**

**Liselle DeGrave, APR**  
Owner/President  
DeGrave Communications



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\$20 Member  
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## Communicating Important Info with Diverse Audiences

**Thursday, September 12**

**From your Desktop**

Noon – 1:00 p.m.

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

Communicating with diverse audiences effectively is an important part of any communications strategy. In California, public-sector communicators face the unique challenge of sharing information on often complex topics and issues with numerous stakeholder groups.

Join Liselle DeGrave, APR, president of DeGrave Communications, Inc., to learn how you can successfully develop communications strategies to engage multiple audiences on any budget. During this webinar, Liselle will share a case study of the recent tri-county (Orange, Riverside and San Bernardino counties) Trust the Tap campaign.

Key takeaways from this hands-on course include:

- How to research community demographics and other important information
- How to gain insight into beliefs and perceptions of target audiences
- How to engage effectively pitch stories to non-English media
- How to successfully work with partnering agencies on a large project
- How to create an outreach strategy and tactical roadmap
- Lessons learned, tips and tools

**BIO**

A veteran public-sector communications professional and business owner, Liselle has more than 15 years of experience developing effective, award-winning strategic communications programs and projects for numerous water agencies and cities throughout California. Her specialties include strategic planning, media relations, multi-cultural and community relations and engagement, special events, content creation and digital communications.