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Speakers:

Stephanie Najera
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Founder and President, JPW Communications



Susanne Bankhead
VP of Client Affairs, JPW Communications



Prices
\$20 for CAPIO Members
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“Putting the LOL in Local Government”

Thursday, September 17

From your Desktop

Noon – 1:00 p.m.

Government work can be the stuff memes are made of. It’s funny, often unintentionally. But when agencies embrace humor, it can actually work for them. Remember [Boaty McBoatface](#), anyone? Or when City of Los Angeles posted [this ad for a graphic designer](#)? In the session, that’s where we’ll start: by sharing examples of government humor gone wrong and how to avoid them. We’ll also review a thoughtful, planning process when considering using humor in communications and offer tips for earning buy-in from leadership. The session objectives include having fun, sharing laughs, learning how comedy can: make government more relatable; strengthen teambuilding internally; make your message memorable and persuasive; diffuse conflict and build trust; and foster the acceptance of new ideas.

*This session qualifies for:
CAPIO Certificate in Communications Credit – Community Relations
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