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Speakers:

Robin Rockey, APR

CEO, RockSpark Communications +
Marketing



Lenka Wright

Chief Communications Officer, City of
Mountain View



Prices

Free for CAPIO Member
& Non-Member

Contact information:

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

“Storytelling: Telling Your Agency’s Story Across Multiple Platforms with Maximum Impact”

Thursday, October 22

From your Desktop

Noon – 1:00 p.m.

The power of storytelling is more important than ever. A compelling story can change hearts and minds, and it can motivate your audience to take instant action.

But how do you tell your agency’s story in a way that cuts through the clutter of the information avalanche bombarding your stakeholders every single day?

Communications pros Robin Rockey, APR, and Lenka Wright take you on a storytelling journey packed with real-world examples and practical tips that you can put into practice today.

In this interactive webinar, you’ll learn how to:

- Engage multiple audiences with practical, professional writing strategies
- Optimize your content across print, web, social and video
- Leverage power words and PR theory to spark action
- Perfectly package your story to score immediate, positive media coverage
- See real-world case studies from California cities and special districts
- Put it all into practice with a special content creation contest!

This session qualifies for:

CAPIO Certificate in Communications Credit – Writing

APR Maintenance Credit

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