

COMMUNICATIONS & SOCIAL MEDIA WORKSHOP

Workshop: 10:15 AM - 2:45 PM

Networking Lunch: 11:30 AM - 1:00 PM

Description: An Interactive session that covers important skills for any elected official: public speaking and media strategies.

Key Topics:

- How to come out ahead when dealing with the media.
- Messaging: getting the right message across.
- Learn media strategies from a newsroom perspective
- Critique of speech delivery on how to effectively reach your target audience.

Guest Speaker:

Dr. Barbara O'Connor, a nationally renowned political communications expert and a media expert favorite.

Charter/Spectrum News Anchor