



*The IAMMA  
Programming Committee  
Presents*

## **Beyond Social Media: Building a Communications Strategy for Effective Messages**

These days, it feels like new methods of communication arrive every day. Whether these channels are digital or printed, audible, or interpersonal, municipalities are increasingly reliant upon effective communication strategies to convey important messages. In many cases, communities are operating with minimal staff to manage these efforts. It takes proper planning, prime techniques, and utilization of convenient tools to implement a good communications program. What else will help communities spread a proactive positive stream of information to the public and how do we accomplish this monumental task?

Attend this professional development activity and you too, can find information and strategies for:

- Building a communications guide, plan or policy for your municipality
- Establishing best practices for press releases appreciated by your local press
- Coordinating & streamlining your communication efforts with cost-effective tools & resources
- Examining “what-if” scenarios for the latest common issues with communication efforts
- Protecting yourself and your organization against issues and potential litigation

This moderated session which will enable your community to engage at a higher level, connect well with your intended audience, and provide a framework to guide your organization in its communication efforts. Our speakers include authorities from area press and media, experienced municipal PIOs & communications professionals, offering perspectives that will promote growth for your current programs while keeping you out of trouble. As always, IAMMA events provide an excellent opportunity to network - find your new team of local communications peers!

**Date:** Wednesday, October 14, 2015

**Time:** 8:30 a.m. Registration and Continental Breakfast  
9:00 – 11:45 a.m. Presentations

**Location:** The Village Links of Glen Ellyn **Addresses ICMA Practice Areas 3 & 16:**  
485 Winchell Way Expertise & Planning and Media Relations  
Glen Ellyn, IL 60137

**Cost:** \$25 for Professional Development

**RSVP:** RSVP on Eventbrite or pay at the door (with a prior RSVP).

**By Oct. 12** <http://iamma-october-2015.eventbrite.com>

*Cancellations must be made **by Oct. 12.***

*Any cancellations after that date will require full payment.*

Individuals who RSVP and order a lunch are required to issue payment upon check-in at the event. If payment is not received at the event, a \$5.00 invoicing fee will be added to the cost of the event. The \$5.00 invoicing fee will also be applied to individuals who RSVP and order a lunch, but do not attend. To avoid being charged for an event and the \$5.00 processing fee, individuals that RSVP and order a lunch must cancel by the registration deadline.