

# Legacy Project 2019 Seminar – Thursday, October 17

# COMMUNITY BUILDING

**8:00 a.m.:** Registration & breakfast

**9:00 a.m.:** Introduction with Kim Morreale McAuliffe

**10:00 a.m.:** **Community Building Panel Discussion** with Morreale Communications, City of Aurora, City of Evanston and Village of Oak Park

**Noon:** Optional Lunch

## Location:

Al Larson Prairie Center for the Arts  
201 Schaumburg Court  
Schaumburg, IL 60193

## Registration Fee:

\$25 - Members

\$35 - Non-Members

\$65 - Membership + Registration

\$15 - Interns

During a time when individuals seem more connected to devices than to their neighborhood, creating connections with and in our communities can be a daunting task. Join the Legacy Project for the 2019 half day seminar, *Community Building*. This seminar will focus on how to ensure that the building blocks of a solid community are in place before a divisive issue arises, how to respond to residents and stakeholders during a challenge, and how to rebuild a community after a crisis.

Kim Morreale McAuliffe will begin the seminar with a discussion of the role of strategic communications in building a community – before, after, and during a crisis or conflict. Representatives from the City of Aurora, City of Evanston and Village of Oak Park will join Kim in a panel discussion to give real life examples of the role of community building plays in preparing for, responding to and recovering from a community challenge.

Continue the conversation at an optional lunch following the seminar. Register today!

## About the Speaker

**Kim Morreale McAuliffe**,  
President/CEO of Morreale  
Communications

Kim Morreale McAuliffe founded Morreale Communications in 2006, blending her unique background in journalism and government to develop strategic communications for a wide variety of clients. Through her experience as a news reporter and anchor, Kim developed a strong relationship with media throughout Illinois and has a deep understanding of how to leverage media coverage to shape and drive the narrative. Kim has authored award-winning campaigns for public engagement, grass roots mobilization, coalition building and strategic communications.

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