



Storytelling in Local Government: How to Create Compelling and Engaging Content

Wednesday, March 11 1 p.m. to 3:30 p.m.

Elk Grove Village Library

1001 Wellington Ave, Elk Grove Village, IL 60007

[Register: https://march2020iamma.eventbrite.com](https://march2020iamma.eventbrite.com)

What makes your thumb stop scrolling on your social media feed - it's a cool picture, video or infographic. Now think about what pulls you in – it's a personal story, useful information or a call to action. Drawing on her two decades of communications experience, Jennie Vana, VP Communications with Metro Strategies and Kaitlin Cernak, Communications Manager with Metro Strategies, will share strategies—humor, relevance, authenticity, digestibility to name a few—for creating compelling content that informs and engages audiences. Jennie and Kaitlin provide communications support and services to several local governments and agencies in the Chicago region. Jennie previously served as the Chief Communications Office for Lake County, IL where she and her team earned several national awards for their effective and innovative communications projects.