

Minnesota Association of



# Government COMMUNICATORS

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MAGC invites you to join us for a fall workshop and networking with colleagues.

## “A Northern Lights Sampler, Vol. 3”

Wednesday, Sept. 15, 2010

2 - 4 p.m.

Woodbury's Central Park

8595 Central Park Place, Woodbury

Award winners from the 2010 Northern Lights Contest will be on hand to share their expertise in a variety of genres including:

- Marketing plan development and implementation – St. Paul Library (Best of Show winner)
- Use of creative online tools – City of Edina frequently asked questions avatar
- Use of social media – Dakota County Technical College YouBlue campaign
- Planning and implementation of a website redesign – City of Hopkins

MAGC sponsors the Northern Lights Contest annually to recognize outstanding work in government communications. More than 100 projects received awards this year.

### Workshop Agenda

2 p.m.	Registration
2:15 3:45 p.m.	Program
3:45 p.m.	Fall Conference Preview & Sneak Peak at 2011 Northern Lights Contest
4 p.m.	Adjourn

### Cost

Free for MAGC members; \$10 for non-members. Snacks and beverages will be provided.

### After Hours Networking

Join us after the workshop at Champps Americana (located at 8418 Tamarack Village, Woodbury) for networking with your communications colleagues.

The After Hours Networking is free for anyone to attend – even if you're not attending the workshop. MAGC will provide some light appetizers and you will be responsible for purchasing your own beverages.

**Registration Deadline is Monday, Sept. 13.**

**Workshop Registration**

Seating for the workshop is limited to 60! To register, email Sara Swenson ([sswenson@dakotacda.state.mn.us](mailto:sswenson@dakotacda.state.mn.us)) or call her at (651) 675-4434 and provide the following information:

Name(s): \_\_\_\_\_

Agency: \_\_\_\_\_

# of MAGC Members attending: \_\_\_\_\_ (FREE)

# of Non-Members attending: \_\_\_\_\_ x \$10 per person

Payment Method (pay at the door or PO#): \_\_\_\_\_

**After Hours Networking Registration**

Name(s): \_\_\_\_\_

Agency: \_\_\_\_\_

# attending: \_\_\_\_\_ (FREE)

**Cancellations for the workshop after September 13, 2010, and no shows will be billed.**

MAGC State Vendor #060958006-00