

TELLING THE GOVERNMENT STORY



MAGC Fall Conference

Thursday, October 27, 2011

8 a.m. – 4 p.m.

University of Minnesota Continuing Education Center



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CONFERENCE SCHEDULE

8 - 8:30 a.m. Registration

8:30 a.m. Welcome

8:35 - 9:45 a.m.

Keynote Speaker: Bob Hume, Deputy Chief of Staff for Gov. Mark Dayton

The governor is not only the cheerleader for the state, trying to attract and keep jobs, he's also the commander in chief and the top public official, leading a vast executive branch.

The "buck" stops at his desk. What's the strategy and philosophy behind the scenes of Gov. Mark Dayton's Communications Office? What's the inside story behind the recent state government shutdown? Telling the governor's story every day is a challenging, exciting opportunity for any communications professional.



About Bob Hume: Bob Hume was named senior communications advisor for Gov. Mark Dayton in January 2011 and promoted to deputy chief of staff in August 2011. Bob has been called a "communications maestro," a respected professional who is strategic, organized and can turn around any difficult public relations situation.

Bob came to state government from St. Paul city government, where he served as deputy chief of staff for Mayor Chris Coleman for nearly six years, and, prior to that post, served nine months as communications director. In that position, he oversaw communications for the City of Saint Paul, including hosting the 2008 Republican National Convention

Bob has worked extensively for Democratic candidates for public office at the state and national level, serving as communications director for Amy Klobuchar in her U.S. Senate bid, as well as in a senior advisory role for former U.S. Senate Majority Leader Tom Daschle of South Dakota; U.S. Sen. Al Franken, DFL-Minn.; U.S. Sen. Chris Coons of Delaware; and a number of other candidates for various offices.

9:45 - 10 a.m. Break

10 - 11 a.m.

Speaker: Boyd Huppert, KARE-11

In government communications, we're often charged with writing the same story year after year – budgets, city ordinances, events, etc. How do you keep the story fresh for readers? How do you tap your creativity and storytelling capabilities to capture your audience's attention? Join master storyteller Boyd Huppert for some tips and tricks of the trade.



About Boyd Huppert: Boyd Huppert recently marked his 27th year as a reporter, including 15 years at KARE-TV in Minneapolis. During that time Boyd has become widely known for his work as a storyteller and teacher.

Boyd has presented more than 100 storytelling sessions at venues including the Poynter Institute, National Writers Workshop, Danish Broadcasting, TV New Zealand and NRK in Oslo, Norway. He is a long-time member of the faculty at the NPPA's Advanced Storytelling Workshop held each spring at Texas State University - San Marcos.

Boyd's work has earned some of broadcast journalism's top honors, including a national Emmy, the National Headliner Grand Award, three national Sigma Delta Chi awards and seven National Edward R. Murrow Awards.

11 - 11:30 a.m.

MAGC Annual Membership Meeting

Topic: Announcement of newly elected board members & bylaw changes

11 – 1 p.m. Vendor displays

11:30 a.m. – 1 p.m. Lunch, networking, vendor displays

1 - 1:45 p.m.

Speaker: Keith Gilbert, Gilbert Consulting

Tomorrow more and more people will be accessing the information they need not on desktop and laptop computers, but on tablets and other mobile devices. What does this mean to your communications strategy? What accommodation do you need to make for these devices? How can you publish content for people to read off-line on tablets? What are the limitations? Do we need to worry about differences between iPads and other types of tablets? Come to this session to get answers to these questions and more.



About Keith Gilbert: Keith Gilbert has worked as an independent consultant and educator in the design industry for 26 years for clients such as Apple, Adobe, Best Buy, General Mills, Lands' End, Medtronic, Target and the United Nations. His work has taken him throughout the US and Canada, as well as to Barbados, Kenya, Nigeria, and Monaco. He is an Adobe Certified Instructor, an Adobe Print Specialist, and the Chapter Representative for the Minneapolis InDesign User Group. He is a contributing writer for InDesign Magazine, CreativePro.com, and InDesignSecrets.com. You can read his Tips & Techniques Blog at blog.gilbertconsulting.com or follow him on Twitter: @gilbertconsult.

1:45 - 2 p.m. Break (visit vendor displays)

2 p.m. - 2:45 p.m.

Beyond the Buzz: Creating a Social Media Game Plan That Gets Results

Kary Delaria, Presenter

People like to tout social media as the next big thing in marketing and communications, but they never seem to answer one fundamental question...does it actually work? The short answer? Yes...if you have a strategy in place for using it. In this session we're going to go behind the buzz and talk about how to develop a strategy. We'll discuss choosing the right platforms, setting goals, tying your activities back to your marketing and communications objectives, and – most importantly – how to fit it into your already busy workload. Plus, for all those who are curious what's the talk within social media these days – this session will help fill you in on the latest trends.



About Kary Delaria: Kary Delaria leads workshops and training seminars for Kane Consulting's events and client sessions and is currently adjunct faculty for Concordia University in St. Paul, MN. Additionally, she has presented at the Radian6 Social User Conference, Online Marketing Summit, Minnesota Women in Marketing and Communications (MWMC), Java Meet Up (JMU612), and The Lawlor Group's Summer Seminar conference for higher education enrollment management and admissions professionals. .

2:45 - 3 p.m. Break (visit vendor displays)

3 - 3:45 p.m.

Cheryl Karpen, Author of "Eat Your Peas" Series

Whoever you are, wherever you find yourself in life, Cheryl Karpen (author of the "Eat Your Peas" series) has a message of contagious possibility that will energize you to think about your potential in a whole new way. You'll be ready to tackle things you have only dreamed about, empowered to believe in what you want to accomplish, celebrated for all you have to offer others and affirmed for exactly who you are.



About Cheryl Karpen: Living life with compassion and conviction is not just something Cheryl talks about. It is, simply, the all-out way she lives; which is why Cheryl's entrepreneurial credentials stretch from the New York fashion industry to selling nearly a million gift books as a self-publisher—to recently landing an eleven book publishing contract with one of our nation's largest book publishers. In between, there were adventures that most of us only read about. Cheryl Karpen is a rollicking wake-up call to life.

3:45 - 4 p.m. Conference Wrap-up, Prize Drawings

For more information, contact:

Sara Swenson

Dakota County Community
Development Agency (CDA)

(651) 675-4434

SaraSwenson@dakotacda.state.mn.us



Minnesota Association of



Government COMMUNICATORS

Fall Conference Registration

Deadline to register is Friday, October 14, 2011

To register, email Sara Swenson (sswenson@dakotacda.state.mn.us) or call her at (651) 675-4434 and provide the following information. This form can also be faxed to (651) 675-4444 to Sara Swenson's attention.

Name: _____

Agency: _____

Email Address: _____

FALL CONFERENCE REGISTRATION	COST
<input type="checkbox"/> MAGC Member	\$75
<input type="checkbox"/> Non-Member Joining MAGC	\$75
<input type="checkbox"/> Non-Member	\$99

JOINING/RENEWING MAGC MEMBERSHIP (through 12/31/2012)	COST
<input type="checkbox"/> MAGC Membership – Active	\$60
<input type="checkbox"/> MAGC Membership – Affiliate (not currently employed by a government agency)	\$75
<input type="checkbox"/> MAGC Membership – Student	\$30

*MAGC memberships are individual memberships.

PAYMENT TYPE (MAGC State Vendor #060958006-00)

- Invoice PO# _____
 Pay at door

Checks should be payable to the MAGC.

Payment can be brought to the conference or mailed in advance to: Sara Swenson, Dakota County CDA, 1228 Town Centre Drive, Eagan, MN 55123.

PARKING

Parking is included with the conference registration fee. Please carpool if at all possible.

Number of parking spaces needed: _____