

Minnesota Association of



# Government COMMUNICATORS

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MAGC presents its annual fall conference.

## **The Brave New World of Communications:**

*From online news magazines to Millennials on MySpace*

Whether you're simply communicating with coworkers or trying to reach out to new audiences, there's a whole world of new possibilities and strategies you need to know about to be most effective. We'll explore some of the cutting edge thinking and technology -- while learning how to keep our sanity -- in this exciting conference.

**COME AND FIND OUT!**

**MAGC Fall Conference**  
**Friday, November 21, 2008**  
**Continuing Education and Conference Center**  
**University of Minnesota, St. Paul Campus**  
**1890 Buford Ave., St. Paul**

Registration 8 – 8:30 a.m.

Conference 8:30 a.m. – 4 p.m.

Continental breakfast, buffet lunch and refreshments are included

On-site parking is included with conference fee

Cost: \$75 for MAGC members, \$99 for non-members

**JOIN US FOR THESE INFORMATIVE SESSIONS:**

### **COMMUNICATIONS ACROSS THE GENERATIONS:**

#### **Traditionals, Boomers, Xers and Millennials**

Ever wonder why you, the Baby Boomer in the office, has trouble getting through to the 30-something in the next cube but no problems with the rookie who's 20-something? Experts say there are four distinct generations in the workplace today - more than at any time in history: Traditionals, Boomers, Gen Xers, and Millennials. Each has its preferred work style and communication preferences. Kit Welchlin of the Welchlin Communication Strategies will help us understand the different characteristics and identify the strengths and weaknesses of each generation, providing practical strategies for dealing with all the differences. We will focus discussion on how we can work better together and communicate more effectively when the different generations are the target audiences for our messages.

### **ONLINE NEWS MEDIA: MINNPOST**

As the media landscape changes, a new source of information, MinnPost, is following its mission "to provide high-quality journalism for news-intense people who care about Minnesota." MinnPost's editor and chief executive officer, Joel Kramer, the former publisher of the Star Tribune, will talk about his all-star cast of reporters and how MinnPost covers the news and reaches readers.

## **BUFFET LUNCH**

Network with old friends and meet new ones over a delicious on-site buffet lunch. Choose from a variety of hot foods, sandwiches, salads, beverages and desserts.

## **OVERCOMING THE OVERLOAD SYNDROME**

Do you sometimes find it difficult to leave your work at the office? Do you feel your job - and the stress that goes with it - follows you everywhere? Today's technology makes that easier and likelier than ever. How do you disconnect when technology has you connected 24-7? Half the nation's workers say job stress is destroying their mental and physical health and eroding their productivity. Learn how to balance the quickness, quantity and quality of your life. Kit Welchlin returns to share some strategies for avoiding burnout, relieving stress, managing your time and ending procrastination.

## **NEW MEDIA: ONLINE CONVERSATIONAL MARKETING**

Over the past 15 years, the Internet has become the first place most people go to for information...now, often the only place. While, a few years ago, most of that information would have come from searching traditional media outlets online, or reading a few well-liked bloggers - today more and more of that information is coming from within self-identified online social groups. This session will discuss who is most influenced by conversational marketing and social media, how to become a part of the conversations going on, what tools are available and what the pitfalls are along the way.

**MAGC 2008 FALL CONFERENCE  
REGISTRATION INFO**

To register, email the following information to Sara Swenson at [sswenson@dakotacda.state.mn.us](mailto:sswenson@dakotacda.state.mn.us) by Wednesday, November 12, 2008. PLEASE NOTE: No-shows will be billed.

Names of attendee(s): \_\_\_\_\_  
Agency or organization: \_\_\_\_\_  
Email address(es): \_\_\_\_\_  
Number of members at \$75 per person: \_\_\_\_  
Number of non-members at \$99 per person: \_\_\_\_

**JOIN MAGC OR RENEW YOUR MEMBERSHIP NOW!**

If you join MAGC now, you can attend the fall conference at the member rate of \$75. Memberships run on a calendar year basis (January-December). Current members are welcome to renew their membership for 2009 with this conference. All MAGC members are able to attend workshops and events at a reduced member rate. Annual membership is \$60 per person.

Joining member(s) name(s): \_\_\_\_\_

**Billing Information:**

Check or Purchase Order number: \_\_\_\_\_  
If providing a PO number, please provide billing address: \_\_\_\_\_  
MAGC's State Vendor Number is 060958006-00.

**Checks should be payable to the MAGC.**

They may 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: \_\_\_\_

**DIRECTIONS**

For directions to the conference center location, please visit  
<http://www.cce.umn.edu/conferencecenter/directions.html>

**QUESTIONS?**

About membership – Call Jacque Larson at (952) 939-8207.  
About the conference – Call Doug Schultz at (651) 201-4993.

Check out our Web site at [www.MAGCOnline.org](http://www.MAGCOnline.org).