

Minnesota Association of



Government COMMUNICATORS

2009 MAGC Fall Conference

Government Communications on an Even Shorter Shoestring

There's no doubt about it – times are tough. Take a day to reenergize with your communications colleagues at MAGC's annual Fall Conference. You'll hear from industry professionals who will explore new trends in government communications and provide tips on how to get the most bang-for-your-buck in your already stretched budgets while staying focused in your career.

MAGC Fall Conference

Thursday, November 19, 2009

Registration 8 – 8:30 a.m.

Conference 8:30 a.m. – 4 p.m.

LOCATION:

Continuing Education and Conference Center

University of Minnesota, St. Paul Campus

1890 Buford Ave., St. Paul

For directions to the conference center location, please visit:

www.cce.umn.edu/conferencecenter/directions.html

COST:

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

Continental breakfast, buffet lunch and refreshments are included. On-site parking is included with conference fee.

Non-members can join MAGC now (\$60 investment) and attend the Fall Conference at the member rate. MAGC memberships run on a calendar year basis (January-December). Current members are welcome to renew their membership for 2010 with this conference. MAGC members are able to attend workshops and events at a reduced member rate.

Registrations are firm as of November 10, 2009. Cancellations and no-shows will be billed.

QUESTIONS?

Call Sara Swenson at (651) 675-4434.

MAGC FALL CONFERENCE SESSIONS

THE EVOLUTION OF COMMUNICATIONS: WHAT'S GOING ON?

The environment for communications has changed dramatically. Traditional media is evolving and trying to keep pace with the explosive growth of digital and other forms of new media. What does this mean for organizations, government agencies and city and county units of government that need to reach an ever more fragmented audience that is getting its information from a wider variety of sources? And how do you position the need to invest in digital media with management and leaders who may not be active users of these new forms of media? What other factors are coming into play as communication evolves?

David Hakensen, senior vice president and general manager of the Minneapolis/St. Paul office of Fleishmann-Hillard will lead us through this topic and provide expertise from his 25+ years in the communications industry.

REVISIONING YOUR CAREER IN UNCERTAIN TIMES

How to manage your career while also doing your job.

Whether you're serving your agency in a leadership or support role, there's no doubt about it – these are stressful times to be in a government position. Amy Lindgren from Prototype Career Service will share tips and strategies for maintaining your role at work while also building your career. Topics will include:

- Signs of impending doom. Preparing for possible layoffs without losing your focus at work.
- Strategies for getting “unstuck” – are you still having fun in your job?
- The roles of skills training and cross-training in building career stability.
- Profile-raising strategies for internal and external recognition.
- Career development steps to help you survive a changing workplace.

PUTTING SOCIAL MEDIA TO GOOD USE

Have you made Facebook, Twitter, YouTube and blogs part of your communications program? How about Yammer? Whether you've already delved into the world of Social Media or have yet to explore its benefits, this session will show you how to creatively use new technology to enhance your communications efforts both internally and externally.

Lee Aase, social media director at the Mayo Clinic will share his expertise about what's hot, what's not, what works and what doesn't. Lee is also chancellor of Social Media University, Global (SMUG) a post-secondary education institution dedicated to providing practical, hands-on training in social media to lifelong learners.

BREAKOUT SESSIONS

Choose from one of the following breakout sessions:

NAVIGATING THE WORLD OF SOCIAL MEDIA

Lee Aase will be back for this session to guide attendees through the how-to's of using social media including creating a Facebook page, setting up a Twitter account and how to communicate in just 140 characters, utilizing Yammer for internal communications and choosing a blog hosting site.

SPECIAL EVENTS ON A BUDGET

A panel of communications professionals will share their tips on creating memorable events on a small budget and working with outside groups to plan/sponsor events. Panelists include: Jessica Beyer, Blue Earth County; Janine Hill, City of Bloomington; Erin Edlund, Dakota County Technical College and Dan Wolter, University of Minnesota News Service.

APR: ADVANCING YOUR PROFESSIONAL CREDIBILITY

Are you ready to take the next step in your professional development? Accreditation in Public Relations (APR) represents proficiency in the skills and body of knowledge required to be effective and ethical in public relations practice. Begin charting your professional development path to APR today.

Janet Swiecichowski, APR, is executive director for communications with Minnetonka Public Schools and represents PRSA on the Universal Accreditation Board responsible for the APR examination process. She will provide an overview of accreditation, steps to becoming accredited and preparation resource materials for the exam.

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Fall Conference Registration

Deadline to register is Tuesday, November 10, 2009.

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 12/31/2010) | 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.

| BREAKOUT SESSIONS (CHOOSE ONE) |
|---|
| <input type="checkbox"/> #1: NAVIGATING THE WORLD OF SOCIAL MEDIA |
| <input type="checkbox"/> #2: SPECIAL EVENTS ON A BUDGET |
| <input type="checkbox"/> #3: APR CERTIFICATION |

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: _____