

Minnesota Association of



# Government COMMUNICATORS

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

## *“Working Together: Communicating through a Crisis”*

Friday, April 25, 2008

11 a.m. – 1:30 p.m.

Roseville Skating Center

2661 Civic Center Drive, Roseville

August 1, 2007 is a date that will long be remembered in Minnesota. On that day, many local, county and state agencies pulled together to respond to the collapse of the 35W Bridge in Minneapolis.

What happens in communications during a major crisis like this? Did crisis communications plans work? What was life like for communicators during the event and in the weeks following the bridge collapse? What did government agencies learn from this situation? What changes have agencies made or will they be making to better prepare for the future?

At this workshop you will hear from a panel of professionals including:

- Sara Deitrich, Communications Director, City of Minneapolis
- Sheriff Richard Stanek, Hennepin County
- Christine Krueger, Communications Director, Minnesota Department of Public Safety
- Lucy Kender, Communications Director, Minnesota Department of Transportation

They will each provide their own account of how their agencies worked together providing information for local and national media.

### **Workshop Agenda**

11 a.m.	Registration
11 – 11:30 a.m.	Lunch & Networking
11:30 a.m. – 1:15 p.m.	Program
1:15 p.m.	MAGC Updates
1:30 p.m.	Adjourn

### **Cost**

Free for MAGC members; \$10 for non-members. Renew or purchase a membership now (\$60) and your workshop attendance is free. MAGC members receive reduced entry fees for MAGC events including workshops, Northern Lights Contest and the annual fall conference.

## **Lunch**

A gourmet box lunch from Panera and beverages will be provided.

## **Registration Deadline is Wednesday, April 16, 2008**

### **Workshop Registration**

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: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

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

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

Joining MAGC?: \_\_\_\_\_ x \$60 per person

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

**Cancellations for the workshop after April 16, 2008, and no shows will be billed.**

MAGC State Vendor #060958006-00