

Minnesota Association of



# Government COMMUNICATORS

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

## *“Communications Challenge & Creating An Award-Winning Communications Entry”*

Wednesday, February 13, 2008

11 a.m. – 1:15 p.m.

Dakota County CDA office

1228 Town Centre Drive, Eagan

Need to clear out the cobwebs? Looking for a fresh approach to the annual report or budget story, or for new ideas to communicate yet another unfunded mandate? Maybe you need to launch a public information campaign or market a new service on a shoestring budget. If you have a communications challenge, your fellow communicators are here to help! This small-group brainstorming session will offer creative solutions you can put to work, and it's guaranteed to be lively, educational, and entertaining!

Come prepared to describe a project or issue that is challenging you, your timeline, and financial resources, if applicable. Attendees will be divided into small groups, and each group will select one or more (if time permits) problems to tackle, brainstorm solutions, and report outcomes to the reassembled larger group. Back by popular demand from the 2006 MAGC Fall Conference.

### **And, the Winner Is ...**

How do they do it? Now you can find out just what it takes to create an award-winning North Lights Award entry. Multiple Northern Lights award recipient Janine Hill, Communications Administrator for the City of Bloomington, will give you the inside scoop on preparing a winning entry. At the conclusion of the short presentation, Northern Lights contest information will be distributed.

### **Workshop Agenda**

11 a.m.	Registration
11 – 11:30 a.m.	Lunch & Networking
11:30 a.m. – 1 p.m.	Program
1 – 1:15 p.m.	Preview of Northern Lights Contest
1:15 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. As a MAGC member, you will 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 Friday, February 8, 2008**

### **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: \_\_\_\_\_

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 February 8, 2008, and no shows will be billed.**

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