

Minnesota Association of



Government COMMUNICATORS

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

"Developing Your Communication Strategies on a Shoestring Budget"
How to Design, Evaluate, and Implement High Impact Strategic Communications with Limited Resources

Tuesday, February 2, 2010

11:30 a.m. – 1:30 p.m.

Minnetonka Community Center

14600 Minnetonka Boulevard, Minnetonka

As government communicators we strive to deliver the right messages to the right people. How do you know that you've reached your targeted audience with a communications campaign? How can you creatively measure the effectiveness of communications projects without breaking the bank?

Heather LaMarre, PhD from the University of Minnesota School of Journalism and Mass Communication will provide information on:

- Developing communication strategies that work
- Conducting preliminary research
- Evaluating the success of your communications
- Working with outside experts
- Understanding how to improve your strategies (interpreting the results of your evaluations)

About the speaker

Heather LaMarre is an Assistant Professor at The University of Minnesota School of Journalism and Mass Communication where her work explores the influence of social media and political entertainment on public opinion, attitudes, and behaviors. LaMarre's work has been featured on MSNBC's *Countdown with Keith Olbermann*, National Public Radio, *The Colbert Report*, and public radio programs across the nation. Additionally, her research on political satire has also been mentioned in print and online media including *The Chicago Tribune*, *Time Magazine*, *Huffington Post*, *LA Times*, *Rolling Stone*, *Sky News*, and *The Atlantic Monthly* among others.

And, the Winner Is ...

At the conclusion of the workshop, MAGC will present information about the 2010 Northern Lights contest.

Workshop Agenda

11:30 a.m.	Registration
11:30 a.m. – 12 p.m.	Lunch & Networking
12 – 1:15 p.m.	Program
1:15 p.m.	Preview of Northern Lights Contest
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. 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 box lunch from Great Harvest Bread Company and beverages will be provided.

Registration Deadline is Friday, January 29, 2010

Workshop Registration

To register, email Sara Swenson (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#): _____

Please indicate your sandwich choice below:

Ham and swiss with mayo, lettuce and tomato

Turkey with provolone with mayo, lettuce and tomato

Chicken curry salad with lettuce and tomato

Tuna salad with lettuce and tomato

Veggie sandwich with hummus

Cancellations for the workshop after January 29, 2010 and no shows will be billed.

MAGC State Vendor #060958006-00