

Minnesota Association of



Government COMMUNICATORS

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

“A Northern Lights Sampler, Vol. 2”

Thursday, October 8, 2009

2 – 4 p.m.

Dakota County CDA office

1228 Town Centre Drive, Eagan

Best of Show nominees from the 2009 Northern Lights Contest will be on-hand to share their expertise in a variety of genres including:

- Using Facebook and YouTube to inform residents of snow emergencies.
- Producing cable programming that works.
- Coordinating a community celebration that will leave a lasting impression.
- Utilizing video news releases in your communications campaign.
- Communicating value to your constituents.
- Using non-traditional media to market a volunteer firefighter recruitment campaign.
- Creating logos to enhance your messages.

MAGC sponsors the Northern Lights Contest annually to recognize outstanding work in government communications. Over 80 projects received awards this year.

Workshop Agenda

2 p.m. Registration

2:15 – 3:45 p.m. Program

3:45 p.m. Fall Conference Preview & Sneak Peak at 2010 Northern Lights Contest

4 p.m. Adjourn

Cost

Free for MAGC members; \$10 for non-members. Snacks and beverages will be provided.

After Hours Networking

Join us after the workshop at Jake’s City Grille (located at 1228 Promenade Place, Eagan – just across Yankee Doodle Road from the CDA’s office) for networking with your communications colleagues.

The After Hours Networking is free for anyone to attend – even if you’re not attending the workshop. MAGC will provide some light appetizers and you will be responsible for purchasing your own beverages.

Registration Deadline is Tuesday, October 6.

Workshop Registration

Seating for the workshop is limited to 80! To register, email Sara Swenson (sswenson@dakotacda.state.mn.us) or call her at (651) 675-4434 and provide the following information:

Name(s): _____

Agency: _____

of MAGC Members attending: _____ (FREE)

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

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

After Hours Networking Registration

Name(s): _____

Agency: _____

attending: _____ (FREE)

Cancellations for the workshop after October 6, 2009, and no shows will be billed.

MAGC State Vendor #060958006-00