

Communications Workshop

October 29, 2019 | Municipal Association of SC, 1411 Gervais St., Columbia

Agenda

9:00 – 9:30 a.m.

Badge Pickup

9:30 a.m.

Welcome

9:30 – 10:30 a.m.

Economic Development Messaging Panel

Panelists:

Christopher George, Communications Manager, City of Spartanburg

Anna Huffman, Communications and Technology Director, City of West Columbia

Matt Brady, Economic Development Director, City of Goose Creek

Cities and towns often need to find ways to share their own economic development success stories, because in many cases, no one else is going to do it for them. Hear from officials on how they are pushing out messages to drive the discussion about how their municipalities are shaping local economies.

10:30 – 11:15 a.m.

Visual Storytelling

Dust of the Ground

Visual elements of communication can effectively bolster a city or town's success stories, but achieving this requires an understanding of visual language. Learn techniques that can make the visual elements of a message more appealing and understandable.

11:15 – 11:30 a.m.

Break

11:30 a.m. – 12:15 p.m.

Content Planning

Russell Cox, Uptown Editor and Digital Production Manager, Municipal Association of SC

Meredith Houck, Communications Manager, Municipal Association of SC

Failing to plan out future content across communication channels can lead to a scattered overall message with blunted effectiveness. Learn how a content plan can help an organization sharpen its various communication efforts, using coordination across platforms for maximum impact.

12:15 – 1:00 p.m.

Lunch (provided)

1:00 – 1:45 p.m.

Elevate Your Speaking Game

Jenny Maxwell, Professional Speaker, The Buckley School of Public Speaking

Public speaking often plays a critical role in making a message effective and conveying the credibility of any organization. In this session, Maxwell will teach participants how to craft an effective message and how to encourage everyone within a local government to share the same message.

1:45 – 2:30 p.m.

Branding and Marketing Your Town as a Destination for Visitors

Kelly Barbrey, Vice President of Marketing and Communications, Experience Columbia SC

Tourism can create a dramatic economic impact on local communities, but its success requires carefully planned marketing and branding. In this session, Barbrey will discuss key tourism factors, marketing content creation and content placement.

2:30 – 2:45 p.m.

Break

2:45 – 3:15 p.m.

Open Forum for Sharing Successes and Asking Questions

Registration Information

Online registration is available at www.masc.sc. The registration fee is \$50. Online registrations must be paid by Visa or MasterCard. **The registration deadline is Friday, October 18 at 5 p.m.** Cancellations must be received by 5 p.m. on October 18. Refunds will not be given after this date.

Note: Registration for this session is limited to 50 participants. Preregistration is required. Onsite registration will not be available.

Meeting Location

Municipal Association of SC, 1411 Gervais St., Columbia. [See map.](#)

Parking: Visitors may park in the visitor's parking lot on Bull Street or in the parking garage on floors 4 – 7.

For more information, contact Russell Cox at rcox@masc.sc or 803.933.1206.