

Northern California Workshop

Group Training

Wednesday, November 8

Sacramento City Hall

915 I Street

Sacramento, CA 95814

9:30 a.m. – 2:30 p.m.

Beyond 24/7

Today's public agency communicators face a daunting task in a rapidly-changing media environment. Our audiences expect concise, transparent information 24/7, delivered through a host of channels.

From presenting at a council/board meeting or community workshop to an interview with a local multimedia reporter, effective communication skills are essential.

This course is ideal for those new to public agency communication roles and is also a great refresher for more-seasoned communicators. The session is interactive and features several video clips that highlight course content.

Note that some content is also presented at the CSTI Basic Public Information Officer course, so you may wish to choose which venue best meets your training needs.

This workshop will cover:

- Today's communications environment
- Communicating with confidence
- Effective delivery techniques
- Relationship-building with media and stakeholders
- Hands-on development of clear and concise key messages
- On-camera and meeting presentation tips
- Q&A management

CAPIO members who attend the 4-hour training may also sign up for a 1 hour, one-on-one interview training that will be held about a week after the initial workshop. This one-on-one training will build upon the techniques learned in the 4-hour course, and attendees will have the opportunity to participate in a mock on-camera interview. Space is very limited for this training, is first-come, first-served, and requires the four-hour training as a prerequisite.



Scott Summerfield

Scott Summerfield is a principal of SAE Communications, which specializes in public agency strategic and crisis communications counsel and training. Scott is a CAPIO past president and Paul Clark Award recipient.

Group Training Only:

\$45 for CAPIO Members

\$60 for Non-Members

Lunch is provided with a 30 minute break.

One on One Training (November 20): 1 hour, on-camera training: (members only) \$50 for CAPIO Members - separate registration selection required. November 8 Training is a pre-requisite.

Contact Info: info@capio.org or call 1 (844) CAPIO55

*****Workshop qualifies for PIO Institute credit for the media relations category*****

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**Strategic and Crisis
Communications for
Local Government**

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