

## Southern California Workshop

### Group Training

**Thursday, October 19**

**LBWD Water Treatment Plant  
Assembly Room**

2950 Redondo Ave, Long Beach,  
CA 90806

9:30 a.m. – 2:30 p.m.

### One-on-one Training

**Wednesday, November 1**



#### 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.

### 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.

#### Group Training Only:

\$45 for CAPIO Members  
\$60 for Non-Members

*Lunch is provided with a 30 minute break.*

**S·A·E**  
COMMUNICATIONS

Strategic and Crisis  
Communications for  
Local Government

**One on One Training (November 1): 1 hour, on-camera training: (members only)** \$50 for CAPIO Members - separate registration selection required. October 19 Training is a pre-requisite.

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

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

[www.capio.org](http://www.capio.org)