

Power Lunch Webinar

Tuesday, November 15, 2016

Time: 12 to 1:15 p.m.

Webinar log-in information will be emailed to all registrants.

Speakers:



Christina L. Byrne

Section Manager – Capital Projects
Outreach
Orange County Transportation
Authority



Rachel McGuire, APR

Public Information Officer
Western Municipal Water District

Writing a Communication Plan

How to Create Value for Your Organization by Communicating Strategically and Showing Results

A strategic communication plan is essential for successfully communicating to your audience. Crucial to any outreach plan is developing a plan based on solid research, planning, implementation and evaluation. Discover how you can easily create a strategic plan *on any budget*, which will help your agency reach its goals and make your department shine!

Webinar Take-a-Ways

- How to create a strategic plan and samples of strategic plans
- Understanding the essential **Research, Planning** (what's the difference between a tactic, goal and objective?), **Implementation** and **Evaluation** elements that will make your communication plan a success
- Real-life case studies for PIOs by PIOs
- Q&A session with panelists

About the Panel:

Rachel McGuire, APR – Western Municipal Water District

Rachel has more than a decade of public sector experience developing award-winning communications programs and projects. As the leader of Western Municipal Water District's community affairs team, Rachel's responsibilities include overseeing Western's comprehensive communications programs, which benefit nearly 1 million people in Riverside County. She has been a part of CAPIO's Board of Directors for the past six years, currently serving as education chair and past president, and this year's "CAPIO Communicator of the Year."

Christina L. Byrne – Orange County Transportation Authority

As the Section Manager for Capital Projects Outreach at the Orange County Transportation Authority (OCTA), Christina has more than 15 years of experience conceptualizing, designing and implementing proactive public participation and community outreach programs for large-scale transportation projects. She partners with PR firms to implement creative and cost-effective outreach plans customized to build relationships with multiple stakeholders such as elected officials, merchants, civic and community groups, residents and motorists.

\$20 for CAPIO Members

\$35 for Non-Members

Register online at

www.capio.org

For more information about this webinar, email info@capio.org.

For registration questions or payments call 1 (844) CAPIO-55

****This webinar qualifies for CAPIO PIO Institute Credit for "Strategic Communication"*****