



regional workshop

Southern California Workshop

June 20, 2018

Temecula City Hall

41000 Main Street

Temecula, CA 92590

11:30 a.m. – 1:30 p.m.

(Check-in begins at 10:30 a.m.)

Workshop Sponsor:



Speaker

Jenny Windle, MPA

Principal, JPW Communications



Successful Community Relations

How to Tackle Large Projects

PR professionals face the complicated task of communicating clearly, early and often on projects that will affect their agency's projects and programs. Whether tackling a large construction project or gaining support for a new program, it's imperative to use research and planning to effectively manage these projects through many audiences using multiple platforms in order to successfully deliver results.

This workshop will cover:

- Best practices for community relations
- How to use research to guide the planning process
- How to successfully measure outreach results
- What audiences should be considered for the project
- Which tactics to use to communicate with the audience

About the Presenter

Jenny Windle, MPA, is one of California's most experienced and well-respected communication professionals, who brings more than 20 years of award-winning experience to her firm, JPW Communications.

Prior to starting the firm, Windle served as the Director of Marketing and Communications for the Port of San Diego where she directed a 16-person team with a more than \$4 million annual budget. She oversaw marketing efforts related to advancing the Port's maritime and cruise business lines and directed media and community relations efforts to inform, educate and engage the Port's diverse stakeholder base.

Windle was also responsible for creating award-winning communication programs for the City of Vista and the City of San Marcos before assuming her role at the Port. She was also part of the award-winning public information team for the City of Palmdale.

She has worked on a variety of brand identity projects over the years, including work for the California Association of Public Information Officials, Port of San Diego, City of Palmdale, and North County San Diego's 'Innovate 78' regional economic development brand.

\$25 for CAPIO Members before June 9

\$30 from June 10 – 16 / \$35 after June 16

\$30 for Non-Members before June 9

\$35 from June 10 – 16 / \$40 after June 16

Workshop co-hosted by **CAPIO** and **PRSA-IE**. Lunch included in cost.

For registration questions email events@capio.org or call 1 (844) CAPIO55

This workshop qualifies for the J. Lindsey Wolf PIO Institute Credit: Strategic Communication



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