



Messaging for Success: Communications & Media Relations

What is effective communication? How can we communicate with the public strategically? How can I become comfortable speaking to media?

Join instructors Maria de Bruijn and Lisa Grotkowski for a crash course in improving your council's public and media relations skills. Learn how to effectively communicate with your constituents and to use the media to get the important messages out. Communicating effectively is about two things: skills and confidence. Taking this course will provide you with both.

Maria de Bruijn is the founder of Emerge Solutions. Maria has extensive practical and teaching experience in public engagement.

Lisa Grotkowski is Lead Analyst and Content Consultant at Emerge Solutions. Lisa specializes in working with municipalities and other organizations to develop effective communication strategies.

When: **March 20, 2017**
9:00am – 4:00pm

Where: Shaw Conference Centre
9797 Jasper Ave, Edmonton

Cost: \$340

To register, visit www.eoep.ca. For questions, contact the EOEP Registrar at **780.989.7431** or registrar@eoep.ca



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