



Communication Officers Forum

Tuesday, May 16, 2017, 8:45 am – 4:00 pm
Penticton Trade and Convention Centre

Connect with your community!

Join us for a one-day session packed with presentations and a panel discussion on building community awareness and support for local government services. Keep current with best practices in information sharing and connecting with the people we serve.

This year's LGMA Communication Officers Forum features stand-out examples of:

- *community engagement for long-term strategic vision;*
- *plain language for public messages;*
- *creative local government websites;*
- *positive public relations programs for improved bylaw compliance; and*
- *a panel discussion on winning communications strategies in smaller/rural communities.*

Take advantage of the tips and tools – and build support networks with other local government staff to increase the profile and efficiency of your local government's communications efforts.

This event builds on past forums in conjunction with recent LGMA conferences in Victoria, Vancouver, Kelowna and Nanaimo, and will feature the following speakers and topics:

8:45 am INTRODUCTION and OVERVIEW

Host: **Mark Parker**, Communications Officer, City of Penticton

9:00 am IMAGINE KELOWNA – THE PEOPLE, THE PROCESS, THE PRIZE

Presenter: **Alix Matthews-Mahe**, Communications Coordinator, City of Kelowna
18 months. 40 community events. 1600 comments. In May 2016, the City of Kelowna initiated the most extensive community engagement process in its history. Find out how the community came together to develop a strategic vision to future-proof the city.

9:45 am BREAK

10:00 am PLAIN LANGUAGE FOR PUBLIC MESSAGES

Presenter: **Kate Harrison Whiteside**, Principal, Key Advice & Services

Are you answering the same questions from the public over and over? Do you spend a lot of time writing and re-writing? Learn some tips, tools, and techniques to write effectively, efficiently and engage with your audience. Plain language focuses on understanding audience needs, writing in a concise, clear way, and connecting with clients (internal and external). Limit time, money and resources spent re-working and following up on unclear communication by investing in plain language practices up-front. It's worth it!

10:45 am **BREAK**

11:00 am **A COLOURFUL, CREATIVE, COLLABORATIVE MUNICIPAL WEBSITE**
Presenter: **Tanya Laing Gahr**, Communications Officer, City of Vernon

In 2015 the City of Vernon undertook a radical redesign of its website, from look to organization of information to content presentation. The result is an attractive, engaging and intuitive website that was recognized with an AVA Digital Gold Award. Hear how the City “thought BIG” with the user’s experience as the primary driver, and a process that involved a cross-organizational collaboration with a creative rather than corporate approach.

12:00 pm **LUNCH BREAK**

1:00 pm **WOOF, WOOF, WOOF. PAWSITIVE DOG COMMUNICATIONS**

Presenter: **Bruce Smith**, Communications and Intergovernmental Affairs Officer, Regional District of Central Okanagan

In five years, the Regional District of Central Okanagan has more than doubled the number of licensed dogs, substantially increased revenue and reduced operation subsidies from taxpayers. It’s strategic efforts in messaging about Responsible Dog Ownership are paying off! Find out how it did it and how you can do it too.

1:45 pm **BREAK**

2:00 pm **SUPER-SIZE YOUR SMALL TOWN PR: SHARING SUCCESS STORIES FROM SMALL & RURAL COMMUNITIES**

Presenters:

Jan Enns, Principal, Jan Enns Communications

Andrea Jolly, Communication & Events Coordinator, City of Trail

Karen Miller, Communications Officer, District of Lake Country

Tannis Nelson, Manager, Community Services, North Okanagan Regional District

Wrap up the day doing what communicators love to do best – communicate! Join four small town PR pros as they share stories of how they have introduced new programs and lived to talk about it! In this lively and interactive session, you’ll learn about:

- Taking the initial steps toward developing a small town communication strategy
- Expanding your reach by broadcasting on Facebook Live and boosting social posts
- Balancing the mix of ‘old school’ and ‘new school’ in your communication tool kit
- Building your own personal resiliency as the ‘face’ of the project in your community.

Each of our four speakers will provide a short presentation on their topic. Next, we’ll gather round, share stories and ask questions in our world café setting.

Fees: \$275.00 + GST (Early Bird); \$315.00 (after March 24)
* *lunch and refreshments will be provided*

Registration:

This Forum will be held in conjunction with the LGMA Conference.

To register online, please [click here](#), or visit www.lgma.ca > Programs & Events > Annual Conference & AGM > 2017 Conference & AGM to view additional Conference event information.