



AMCTO's Corporate Training

Preparing Municipalities for Modern Communication Challenges

1-Day Workshop

Description of the workshop:

This full-day communications training program is aimed at offering municipal professionals the essentials of four key areas of communications today: media training, community & stakeholder engagement, issues management, and social media communications.

What you will learn:

- **Media Training Overview:** Understanding how media works, and how to give strong interviews and effectively tell your story through the media.
- **Community & Stakeholder Engagement:** Strategies for building consensus among stakeholders, and engaging communities.
- **Issues Management:** Identifying and managing issues before they become serious and managing crises when they do occur.
- **Social Media Communications:** Using social media as a tool for meaningful consultations, building allies, and developing support for change.

Why attend:

Attendees will benefit from a more in-depth understanding of: how media works and how to use the news media (print, radio, TV, online) to deliver messages to stakeholders; core strategies for educating and engaging with stakeholders; systems for managing issues; and, approaches for using social media tools to inform and engage.

Who should attend?

Any municipal professional involved in external communications, engaging the community or other stakeholders, and staff contributing to the management of issues within a municipality. This program is aimed at providing the fundamentals of communications in each of these areas and giving participants the foundational knowledge necessary to succeed.