



Media Training for Local Government Leaders

**March 23 Bill Posey Conference Center, Florida Department of Health
2555 Judge Fran Jamieson Way – Viera**

9:00 am – 1:00 pm (includes lunch)

Our discussion will start with basics and evolve into tips and examples to help attendees successfully navigate the media world. We'll cover aspects including how to approach reporters to initiate a story, interview dos and don'ts, responding to media requests, the power of honesty, and of course, the reminder that nothing is ever "off the record". Other topics include recognizing and avoiding traps, press releases, networking, being proactive, media monitoring, and using social media. We'll also focus on crisis communications.

Don't miss this opportunity to engage in training side-by-side with Florida's managers.

All FCCMA members will be invited, but most likely participants will come from District 3 which includes county and city members within the following counties: Brevard, Orange, Osceola and Seminole.

Please complete and return by March 15 to dahlberg@businesswatchinc.com.

Name: _____

(as you wish it to appear on your badge)

Title: _____ Company: _____

Email: _____

Acknowledgement: I understand that I will not be issued a refund if I need to cancel my attendance. I can however, have someone attend in my place provided I notify Beth Rawlins via email in advance of the event.

Attendance is \$500 per person for participating corporate members. (Credits may be used)

To confirm your available credit, please contact dahlberg@businesswatchinc.com

For security purposes, to pay by credit card, you will be sent an invoice and provided a link to make payment on the secure website. Checks should be payable to Business Watch Inc. and sent to PO Box 16414 Clearwater, FL 33766.