

YEAR IN REVIEW

May 2019 - April 2020

CAPIO continues to provide networking, enrichment, and professional development opportunities. Our membership base remains steady and offerings and attendance have increased, too! As we look towards the future, we're here to provide next-level opportunities to advance public sector communicators.



MEMBERSHIP

765

Membership continues to rise. In 2019/20, we have seen an 11 percent increase compared to last year. What is stellar is that over the last five years that increase is a whopping 134 percent.



EMERGENCY COMMUNICATIONS ACADEMY ATTENDANCE

111

Introduced in 2019, this offering sold out for a second year in a row. This academy focuses on crisis and risk communication through our partnership with the California Office of Emergency Services.



2020 ANNUAL CONFERENCE

435 **25**
Registered Attendees Sponsors

Although we could not fulfill the 2020 conference, it was slated to be another sell out conference. Work is underway to transition some of the sessions into virtual offerings.



REGIONAL WORKSHOPS

11

At CAPIO, we know that helping our members grow means advancing and growing our profession. That's why our offerings via trainings, events, webinars, and professional development are unmatched. These regional workshops provide members learning opportunities closer to where members work. Key highlights include trainings in both Southern and Northern California with Facebook back in late 2019.



WEBINARS

12

With five free tied to COVID-19

We increased virtual offerings over the years. Moreover, in April 2020, we hosted five free webinars that were tied to managing and communicating during the COVID-19 pandemic.



NETWORKING EVENTS

3

Every year, CAPIO co-hosts several networking events with like-minded associations. This allows us to network and connect with other industry public relations professionals throughout the state.



MEDIA TOURS

4

Going behind the scenes and learning from news media outlets provides opportunities for members to be acquainted with their local media outlets.



NEW APRS

2

CAPIO is one of only nine public relations organizations to offer its members the internationally recognized Accreditation in Public Relations (APR). This year, two members received and earned their accreditation.



OUR IMPACT
3,200
In attendance

During the year, CAPIO had 3,200 in attendance. Of that, 925 or more individuals have joined us for one or many events, trainings, webinars, etc. throughout the year.

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