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Speakers:

Gabriela Dow

Director - Community Relations and Public Affairs, NV5



Melissa McChesney

Communications Manager, Padre Dam



Craddock Stropes

Senior Analyst – Public Works, City of Carlsbad



Prices

\$20 CAPIO/PRSA SD/IC

Members

\$35 Non-members

Contact information:

info@capio.org

or call 1-844-CAPIO55

“Collaborative Engagement: Developing Multi-Agency Programs and Reaching Diverse Communities”

Wednesday, February 10

From your Desktop

Noon – 1:00 p.m.

It often takes years to develop and execute successful communications and public outreach programs that maintain confidence, trust and satisfaction with your organization. These projects and programs often require multi-agency collaboration as well as authentic engagement with diverse communities.

Join CAPIO and PRSA SD/IC for a special program featuring case studies, best practices and lessons learned for collaborative engagement.

Key take-a-ways from this webinar include:

- Best practices and lessons learned for year-long planning and infrastructure programs and services that require multi-agency collaboration
- Strategic communications and community engagement strategies to reach diverse and difficult to reach audiences
- Case studies from PRSA SD/IC 2020 Best in Show winner NV5 and their work with the:
 - City of Carlsbad Sustainable Mobility Plan (SMP) Stakeholder Working Group Carlsbad Connector with SANDAG, NCTD and neighboring cities
 - East County Advanced Water Purification Program Joint Powers Authority with County of San Diego, City of El Cajon, Padre Dam Municipal Water District and Helix Water District
- Highlights of special events, related multi-agency program launches and media coverage, which take place in parallel with overlapping stakeholder and community groups

Webinars can be watched live or after the webinar via recording. All registrants are provided with a link to the recording.