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Speakers:



Fred Cook
Director
USC Center for Public Relations



Amy Williams
CAPIO President & Chief of Staff,
City of Sacramento



Maurice Chaney
CAPIO President-Elect & PIO,
City of Roseville Environmental
Utilities

Prices

\$20 Member
\$35 Non-Member

Contact information:
info@capio.org
or call 1-844-CAPIO55

“CAPIO 2020 State of Communications”

Wednesday, January 22

From your Desktop

Noon – 1:30 p.m.

As we embark on a new decade, government communicators face unique challenges in communicating with their key audiences. As we’ve seen over the past 10 years, there’s been a revolutionary shift in providing information at the right time, the right place and with relevance.

Not to mention, the public’s need for critical information is growing, technology and the tools to effectively communicate are changing and California’s diverse environment continues to face numerous state-wide issues affecting its residents, requiring government sector communicators to find ways to effectively inform, educate and engage.

During CAPIO’s 2020 State of Communications webinar, attendees will learn about key issues facing California communicators and find out about CAPIO’s areas of focus for 2020 from CAPIO’s President Amy Williams and President Elect Maurice Chaney.

We’ll also hear from Fred Cook, director of the USC Center for Public Relations. Cook will highlight USC’s annual Relevance Report, which identifies emerging issues and forecasts topics and trends impacting business and communications in the coming year.

Key take-aways from this webinar include:

- Statewide topics that will affect public sector communicators in 2020
- Trends impacting business and communications nationally
- CAPIO’s key areas of focus for the next year

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