From: Governing
To: bbethune@cityofmyrtlebeach.com
Subject: [External]Communication in Crisis - Effective strategies and technologies for engaging citizens when it matters most
Date: Tuesday, June 16, 2020 12:01:56 PM

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or on clicking links from unknown senders.

Dear Brenda,

In a crisis, government communication with citizens must be clear, consistent and broadly available. This session will explore how states and localities are communicating authoritative information about COVID-19 to the news media and directly to citizens to explain evolving conditions and policies, and to counter misinformation. We'll look at best practices emerging from the pandemic response and what they mean for public sector communication and citizen engagement strategies moving forward. On July 2 at 10am Pacific/ 1pm Eastern our panelists will cover:

- Building and maintaining credibility
- Effective communication strategies as the nation enters what's likely to be a protracted recovery
- Meeting citizen information and engagement demands at the speed of social media
- Maintaining consistent messaging across multiple platforms
- Adapting traditional news conferences to social distancing requirements

Speakers:
Ervan Rodgers II, State Chief Information Officer, Assistant Director, Ohio Department of Administrative Services, Office of Information Technology
Rafael Mena, Chief Information Officer, Orange County, Florida
Phil Bertolini— Moderator Co-Executive Director, Center for Digital Government

Register now for this complimentary, half-hour webinar. All attendees will have the opportunity to **download a certificate of attendance** at the completion of the webinar on July 2.

Please feel free to share this information with any colleagues you feel would benefit from attending, and do let me know if you have any questions!

Thank you,

Raquel

Raquel Figueira
Sr. Registration Coordinator
Governing | A division of e.Republic
800-940-6039 ext. 1341
rfigueira@governing.com

This email was sent to bbethune@cityofmyrtlebeach.com on behalf of Governing.
Unsubscribe | Opt out of all e.Republic email | Privacy Statement
© 2020 e.Republic. All rights reserved. 100 Blue Ravine Rd, Folsom, CA 95630, USA. Phone: 916-932-1300