From:	Kevin Lyons
To:	bbethune@cityofmyrtlebeach.com
Subject:	[External]You"re invited - Don"t get misled by coronavirus data or public input data (3CMA webinar: Weds, June 10 at 2pm ET/11am PT) - the easiest and most entertaining way to learn data superpowers
Date:	Thursday, June 4, 2020 4:30:18 PM

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Hi Brenda,

Data isn't usually "the easiest and most entertaining" topic. But WOW, is it important for government decisions.

Right now it can literally be life or death… so we've been busy sifting through reams of data for you to figure out what's true.

Who doesn't want to know things like:

-- the true death risks for coronavirus infections… and why we got them so wrong, until recently

-- how those risks (and financial risks) change by age… for you and everyone else in your community

We need information like that to steer resources where they do the most good in our communities.

So 3CMA asked me to create a new educational webinar for them. No sales pitch crap - just the same "knowledge you need" that left the Certified Public Communicator students at TCU "wanting more". It is designed to give you the best information about COVID data and about public input data. And to train you with the superpower to see bad data.

I'll be your guide who studied statistics in two different PhD programs so you don't have to. My job is to make things as "easy and entertaining" and helpful to you as possible. So....

"What and Who Are You Listening To? - Using the Right Input for Important Decisions": Wednesday, June 10 @ 2pm ET/11am PT

The webinar is free and open to anyone, so if you're already sold on the topic or the title or just 3CMA webinars, you can check it out and SIGN UP at the Zoom link from 3CMA here..

Feel free to share this with local government friends and colleagues who would benefit.

Sign up if you care about:

-- knowing good data from bad data

-- how the right input can help you serve your community better and avoid big mistakes

-- delivering more value with less resources (and closing budget shortfalls)

-- being a hero to your colleagues and community by making sure your agency has the right data for decisions

Here is an excerpt:

"This presentation will teach you powerful insights through current events, including eye-opening COVID-19 data and community survey data that you haven't seen before. You'll see how:

-- Self-selection ruins COVID testing data… and public input data

-- Data aggregation creates confusion about COVID risks… and about community needs

-- Focusing on the wrong data leads to COVID missteps… and mistaken agency decisions

You'll learn from a data expert, Kevin Lyons, whose helpful frameworks and interesting facts left the Certified Public Communicator students at TCU "wanting more."

Again, you can sign up here for free:
https://us02web.zoom.us/webinar/register/9515901005085/WN_c5jMEHXJSY-e0fJHqFl-yw

Wednesday, June 10 @ 2pm ET/11am PT - "What and Who Are You Listening To? - Using the Right Input for Important Decisions"

Or if clicking Zoom links in emails makes your IT department nervous, you can visit the 3CMA webinar page first and go from there: http://3cma.org/958/Webinars

A big thank you to the great people at 3CMA for reaching out to me, for suggesting this new topic and for hosting everything.

Their page says space is limited, but even if it's not, I'd go ahead and sign up now to be sure... as it also say there, "Don't miss this one!"

Take care and hope you can join me next Wednesday!

Best,

-Kevin

PS: If you can’t make it next week, you can still signup to make sure you get the recording. Or just reply with “RECORDING” or something, and I’ll make sure you get a copy.

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