



AMO Communications
<communicate@amo.on.ca>
16/09/2013 05:00 PM

To "klawson@fort-frances.com" <klawson@fort-frances.com>
cc
bcc
Subject Working with Media and Social Media in Northern Ontario

Working with Media & Social Media in Northern Ontario

Municipal communicators must be able to share information. Give clear instructions. Sell ideas. Messages should be easy to understand, and easy to remember.

AMO's Media and Social Media Training program will improve your ability to:

- Express yourself clearly,
- Develop strong messages quickly,
- Manage issues better, and
- Lead under pressure.

While the session is grounded in municipal experience, the material will be of interest to other public and private sector leaders. All are welcome to register.

Media Relations in Northern Ontario:

Media relations in the North is unique and sometimes difficult to navigate. The AMO workshop focusses on the areas of greatest concern to Northern municipal leaders including, but not limited to:

- How to 'be the media'
- Understanding what makes news and why
- How to meet the different demands of local and regional print, radio and television
- Finding the right message, in real time and while under pressure
- How to make messages stronger
- How to build relationships with media in real time and online

Social Media:

- How it is being used by municipalities and elected officials in comparable communities
- Developing effective social media policies
- Best practices related to corporate use and personal use
- Resource allocation
- Risk management (internally, externally and around the Council Chamber).

Dates and Locations:

- North Bay: October 2
- Thunder Bay: October 16
 - All sessions will be full-day sessions (9 am - 4 pm) with registration at 8:30 am

and lunch provided.

Session Cost:

- \$400 plus HST (\$452 total)

Additional sessions with targeted messages for large urban, small urban and rural communities

are also available. Details on these sessions can be found at www.amo.on.ca



MComm North.pdf



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About the Instructor:

Brian Lambie,
President, Redbrick Communications

As AMO's primary media contact, Brian deals with media on a daily basis, taking calls from the most senior reporters at Queen's Park to the most inexperienced reporters at your local newspaper.

He has trained hundreds of public and private sector officials in the past decade and is a popular conference speaker. His clients include municipalities, Ontario government ministries and private companies.

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Media Relations and Social Media Use in *Northern Communities*

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Working with Media & Social Media Registration Form

Please type or print clearly. Use one form per registrant. Payment MUST accompany registration.
Please fax registration form to 416.971.9372

First Name		Last Name	
Title		Municipality	
Address			
City	Province	Postal Code	
Phone	Fax	E-mail	

Please indicate location preference	Cost	Final Cost
North Bay: October 2 (Location tbc)	\$400 + 13% HST	\$452.00
Thunder Bay: October 16 (Valhalla Inn, 1 Valhalla Inn Road)	\$400 + 13% HST	\$452.00
Kingston: November 13 (Delta Kingston Waterfront, 1 Johnson Street)	\$400 + 13% HST	\$452.00
London: November 20 (Four Points by Sheraton, 1150 Wellington Road)	\$400 + 13% HST	\$452.00
Mississauga: November 6 (Delta Toronto Airport West, 5444 Dixie Road)	\$400 + 13% HST	\$452.00

PAYMENT

Registration forms CANNOT be processed unless accompanied by proper payment.

Refund Policy: Cancellations must be made in writing and received by AMO no later than 14 days prior to the session selected to receive a partial refund minus the administration fee of \$ 75.00 plus HST. No refunds will be made for any cancellations made less than 14 days prior to session selected.

<input type="checkbox"/> Cheque payable to: Association of Municipalities of Ontario 200 University Avenue, Suite 801 Toronto, ON., M5H 3C6	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa
	Card #
	Name on Card
	Expiry Date
	Signature



200 University Avenue, Suite 801, Toronto, Ontario M5H 3C6
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 F: (416) 971-6191
 E: events@amo.on.ca

Disclaimer Statement: AMO collects, uses and discloses the information requested to promote the interests of the municipal sector. It may also be shared with selected third parties to generate operating revenues for AMO. Under the Federal Personal Information Protection and Electronic Documents Act (PIPEDA) some of the information may constitute personal information. By filling out this form you agree that all personal information provided by you on the form may be collected, used and disclosed by AMO for all purposes described above.