



# Media Relations & Communications Workshop

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 Relations and Communications Workshop 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.

## Learning Objectives:



This training will better prepare you and your municipality for the media spotlight, on good days and bad. Specifically, you learn how to:

- Recognize what makes news and why;
- Identify news stories faster, and respond better;
- Determine what to say quickly, under pressure, or with limited information;
- Present complex information in simple, memorable ways;
- Anticipate questions, and answer them better; and,
- Expect and prepare for the unexpected.

## 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.

## Dates and Locations:

### Northern Ontario

- Thunder Bay, Monday, June 13, 2016
- Sault Ste. Marie, Thursday, September 15, 2016

### Southwestern Ontario

- London, Wednesday, July 20, 2016

### Greater Toronto Area

- Mississauga, Wednesday, September 21, 2016

### Eastern Ontario

- Belleville, Wednesday, October 19, 2016

All sessions will be full-day sessions (9 am - 4 pm) with registration at 8:30 am and lunch provided.

## Session Cost:

- \$475 plus HST (\$536.75 total)



# 2016 Media Relations & Communications Workshop 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

Full Mailing Address

E-mail Address

Phone Number

Fax Number

## PLEASE SELECT YOUR PREFERRED LOCATION

- ☐ Thunder Bay, Monday, June 13
- ☐ Sault Ste. Marie, Thursday, September 15
- ☐ London, Wednesday, July 20
- ☐ Mississauga, Wednesday, September 21
- ☐ Belleville, Wednesday, October 19

## THE COST: \$475 + HST

If paying by credit card please submit \$536.75

If paying by invoice and cheque you are eligible for a 5% discount, please submit \$509.92

## CANCELLATION POLICY

Cancellations must be made in writing to [events@amo.on.ca](mailto:events@amo.on.ca) no later than 14 days prior to the scheduled session. Cancellations will be refunded less an administration fee of \$75.00 plus HST (\$84.75)

## PAYMENT

- ☐ Please invoice - \$509.92
- ☐ Cheque enclosed - \$509.92

Payable to:  
Association of Municipalities of Ontario  
200 University Avenue, Suite 801  
Toronto, ON., M5H 3C6

Credit Cards will be charged \$536.75

☐ VISA ☐ MasterCard

Card #

Expiry Date

Name on Card

Signature

HST 106732944

By completing this registration form you are providing the Association of Municipalities of Ontario (AMO) with consent to send information on all activities related to current and future courses under the Municipal Council Education Program. If you wish to no longer receive information from AMO on this program please contact [events@amo.on.ca](mailto:events@amo.on.ca) to unsubscribe.



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