

2018 NC3C Conference - The Next 10 Years Draft Agenda

Wednesday, April 18

11a.m.-12:45p.m. Registration

1-1:15p.m. – NC3C President’s Welcome –
Catherine Lazorko, Town of Chapel Hill, NC3C President
Welcome and conference overview

1:15-2:30p.m. – Identifying Community Assets through Storytelling
Vivian Howard, A Chef’s Life
Join Vivian as she shares her perspective on how stories both define and shape a community and regional identity. Participate in a guided session about speaking with an authentic voice and learn how to carry that identity across marketing platforms and branding. Are you willing to share your organization’s story – in 50 words or less? Send these in advance to Tameka Norman at tameka.norman@rockymountnc.gov. We will share out during a discussion period.

2:30- 2:45p.m. Break

2:45 – 3:45p.m. – Telling Your BEST Story: The Importance of a Positive Message (in a sometimes-negative world)”
Elizabeth Hudson, Editor in Chief, Our State Magazine
Our State Magazine’s Editor in Chief shares what she’s learned from a 20-year career working for a magazine that’s been an influential part of North Carolina’s landscape for 85 years.

5-7pm - Pub Topic Tour

7pm – Restaurant Romp

Thursday, April 19

7:30-8:30a.m. Breakfast

8:30- 8:45 a.m. – Morning Welcome
Welcome from Mark Stephens, New Bern City Manager

9-9:45a.m. – From Ass to Asset: Harnessing the Authority of the Social Media Customer
Nicole Nolen, Mecklenburg County
Customer service has taken center stage on social media. The customer may not always be right, but we can definitely look to them for direction and inspiration for creating compelling content. Learn how Mecklenburg County uses this method to continually increase engagement

across platforms and let's talk about what it means for a government agency to formulate a social media strategy around our most important customer: our residents!

10 – 10:45 –The Power of Community Branding

Dana Kaminske, City of Hickory, Amy McCauley, Catawba County, and Alex Frick, City of Newton Can cities and their county collaborate to create community branding that showcases the individual municipalities, as well as the county's overall messages? Learn from your colleagues at the City of Hickory, the City of Newton, and Catawba County, during this panel discussion, to see how they have done just that with their branding campaigns. They will explain how it's more than just a logo; it's a unified message, community story-telling, and collaborative partnerships.

10:45 – 11 a.m. - Break

11 – 11:45 a.m. – Breakout All Star Sessions

Session A- Turning New Residents into Engaged Citizens – A Look into Community Outreach

Morgan Lasater and Rachel Kelly, City of Burlington

In 2017, the City of Burlington launched the Belong in Burlington program to make new residents fall in love with their new city. Using place-attachment theory to introduce new residents to all that their community has to offer, this relationship-first concept strives to make residents feel more rooted in their new community and build stronger connections quickly.

Session B- [Video \(More info to come\)](#)

Noon – 12:45p.m. – Lunch

5 Reasons Why Rebellious Websites Are Rarely Successful sponsored by Vision Internet

Martin Lind, Vision Internet

Some people revel in going against the flow. They balk at doing what everyone else is doing, preferring instead to defy convention. We typically celebrate these visionaries and hail them as heroes. However, these people should not be making websites for local governments.

In this session, Martin Lind of Vision Internet will reveal the primary reasons why being different doesn't help you make better content and easy ways to delight your website visitors.

1pm- 1:45p.m. –Breakout Sessions

Session A: Advocacy and Communication

Scott Mooneyham, NC League of Municipalities

Learn how the N.C. League of Municipalities integrates external communication into state Policy advocacy efforts by interacting with lobbyists and grassroots advocates on key policy issues.

Session B: Empowering Counties to Work Together for the Betterment of One State

Sara Mogilski, NC Association of County Commissioners

County communicators across the state are on the front lines of realizing the NCACC's goal of promoting the positive impact of County government on the lives of people. Join Sara as she talks about resources available to counties and leads a discussion on how we can support one another in pursuit of telling the county story.

1:45- 2 p.m. - Break

2- 2:45p.m. – Be Ready: Community Emergency Warnings Systems

Keith Acree, North Carolina Department of Public Safety

In the wake of Hawaii's nuclear attack false alarm, let's take a look into community emergency warning systems, their value to residents and how they work.

2:45- 3p.m. - Break

3-3:45p.m. – Thwarting the Rise of News Deserts in Your Community

Penny Abernathy, UNC- Chapel Hill School of Media and Journalism

We know that local news is a vital tool for civic engagement, and local newspapers are key. But with declining circulation, many newspapers are changing hands or going under. Penelope (Penny) Abernathy, the Knight Chair in Journalism and Digital Media Economics at UNC-Chapel Hill, will offer an overview of this future media landscape, as well as insights for keeping yours an engaged community.

5:30pm – 7pm- Awards Reception

7pm – Restaurant Romp

Friday, April 20

7:30- 8:30 a.m. - Breakfast

9-10 a.m. – NC3C Business Meeting and Board Election

10-10:15a.m. - Break

10:15 – 11a.m. – Facebook for Politics and Government: Tips, Tools and Best Practices

Eva Guidarini, Facebook and Public Affairs

Your opportunity to build an online community through Facebook has never been stronger. Come learn about some of the latest tools, tips and best practices that can help you better reach and connect with constituents and voters on Facebook.

11 – 11:15 a.m. - Break

11:15a.m. – Noon - Internal Communication (More info to come)

Karen Allen, SAS