

A DECADE OF EXCELLENCE

10th Annual Conference
April 5 - 7, 2017
Charlotte, North Carolina



North Carolina
City & County
Communicators



NC3C North Carolina City & County Communicators

Wednesday, April 5, 2017 - At Holiday Inn

11 a.m. – 1 p.m. **Registration**

1 – 1:20 p.m. **Welcome from NC City & County Communicators (NC3C) President**
Conference Overview from Conference Organizers

1:20 – 2:45 p.m. **Communicator to Strategist - Guest speaker Michelle Bono**

You do great work and have built a solid reputation for effective communication. Still, events sometimes take place without your involvement and you are only called in to help with damage control. This interactive session will focus on ways to help ensure you have a seat at the executive table, strategizing, in advance, on how to address major issues. It will include ways to demonstrate the value of strong communication to your organization.

2:45 – 2:55 p.m. **Break**

2:55 - 3:55 p.m. **Getting the Clear Picture - President Elect Catherine Lazorko**

- *Development of an editorial communications calendar*
- *What's the substance of what we are communicating*
- *Identify message types and drafting the messages*
- *Planning & scheduling our messages in advance*

3:55 - 4:05 p.m. **Move to Break-out Sessions**

4:05 – 4:50 p.m. **BREAK-OUT Sessions:**

How to write award winning entries - Guest speaker Michelle Bono

Learn proper techniques and skills to enhancing your award submissions to NC3C and 3CMA.

Participatory Budgeting

City of Greensboro Communications Specialist Amanda Lehmert

City of Durham Sr. Budget & Management Analyst Ben Kittelson

What It Means & Equitable Outreach and Communication Needs

5:30 p.m. **Possible Tour Options** *Depends on number of participants which tours will be available*

- *Tour of BB&T Ballpark*
- *Mint Museum - fee*
- *Brewery tour*

7:00 p.m. **Restaurant Romp**

North Carolina City & County Communicators

Thursday, April 6, 2017 - At Holiday Inn

7:00 – 8:30 a.m. Breakfast (7:30 – 8:30 a.m.) Introductions

Each person has one minute to introduce themselves and one interesting fact about themselves

8:30 – 8:45 a.m. Welcome/Day Overview/Housekeeping

8:45 – 9:00 a.m. Welcome from Mecklenburg County Manager

9:00 – 10:15 a.m. Planning for Crisis - Guest speaker Michelle Bono

- *Writing a Crisis Communications Plan*
- *How to be included at the table during crisis discussions with management and public safety officials.*
- *PIO's and government Communicators involvement in police crisis situations*
- *Social media use during a crisis*

10:15 – 10:30 a.m. Break – Move to Break-Out Sessions

10:30 a.m. - 12:00 p.m. BREAK-OUT Sessions:

All Things Video: - Max Taintor & friends

- *How to make quality videos – how to's, what's needed, show examples*
- *Mobile Production 101 - what is needed for quality mobile videos and the basics of filming, editing, and uploading quickly*
- *Using or contracting drones for videos – what works, what doesn't, FAA regulations for UAV's*

Strategic Communications during times of change - Jessica Graham, VP of Communications and Community Relations at Belk

Engaging employees and not losing customers through change. In her presentation, Graham will share best practices followed by Belk, including valuable tools and resources she considers essential. Following the presentation, Graham will take questions and the group will have an opportunity to participate in round table discussions centered on themes of Graham's presentation.

Noon – 1:45 p.m. Lunch (12:30 – 1:45) Help Me, Please! - Led by Kiara Jones

1:45 – 2:00 p.m. Move to Main Room for Session

2:00 – 3:15 PANEL: Police/Community Relations – “When Protests Erupt, Communication Is Key”
Mecklenburg County PI Director Danny Diehl; Charlotte-Mecklenburg Police Department PIO Rob Tufano;
Durham Police Department Public Affairs Manager Wil Glen; City of Hickory Chief of Police Thurman Whisnant

3:15 – 4:15 p.m. Social Media and Government Collide – Where do we go from here? - City of Raleigh Social Media Manager Eleanor Hawthorne

As traditional media shrink, our social media channels are becoming our direct lines of communication with citizens. In addition to setting policies, what are the best practices for managing channels and messaging, and how to increase citizen engagement. New ways to tell stories – graphics, pictorials, videos, listical (top five things...)

4:15 – 5:00 p.m. Break

NC3C North Carolina City & County Communicators

Thursday Evening, April 6, 2017 - At Holiday Inn

NC3C Awards of Excellence A CELEBRATION OF SUCCESS



2016 Winners

5:00 – 7:00 p.m. **NC3C 10th Annual Awards of Excellence**
5:00 – 5:30 p.m. *Social/Cocktails (cash bar)/Heavy Hors D'oeuvres*
5:30 – 7:00 p.m. *Awards Reception*
 Recognition of past 10 years board members
 Memorial to Dave Hardin

7:00 p.m. **Restaurant Romp**
 or
 Charlotte Knights Baseball Game (*Optional at additional cost*)

NC North Carolina City & County Communicators

Friday, April 7, 2017 - At Mecklenburg County

- 7:30 – 8:30 a.m. Breakfast – provided at Mecklenburg County facility
- 8:00 – 9:00 a.m. General Membership Meeting/Elections
- 9:00 – 9:15 a.m. Welcome/Overview/Housekeeping
- 9:15 – 10:00 a.m. BREAK-OUT Sessions: Overviews of City and County Organizations and Programs
- NC League of Municipalities – Scott Mooneyham
- NC Association of County Commissioners – Sara Mogilski
- 10:00– 10:15 a.m. Break – Move back to main room
- 10:15 a.m. – 11:45 PANEL: Bond Referendums
Speakers: City of Garner PIO Rick Mercier; City of Hickory Interim City Manager Andrea Surratt;
Mecklenburg County PIO Rebecca Carter; City of Wilmington Communications Manager Malissa Talbert
- *Successful bond referendum tactics.*
 - *The fine line between educating and advocating.*
 - *How to implement a community engaged program after bonds pass.*
- 11:45 - Noon Conference Thank Yous and Closing
- 12:30 p.m. Tour of Nascar Hall of Fame – Downtown Charlotte (Optional at additional cost)



All photos: Courtesy of Charlie Cowins, Mecklenburg County