

EFFECTIVE COMMUNICATION IN A VIRTUAL WORLD

For questions,
please contact

JENNIFER QUAN
at 626-786-5142 or
jquan@cacities.org

SPEAKERS

JILL OVIATT

*Director of Communications and
Marketing, League of California Cities*

BRANDON STEPHENSON

Chief Strategic Officer, Cerrell

TOPICS

- How to develop and deliver messages that resonate with audiences
- Build public trust through verbal and non-verbal messaging
- Leverage the right online tools to achieve communications objectives

FEB 25

3-4:30 P.M.

CLICK TO
REGISTER:



JILL OVIATT

*Director of Communications and
Marketing, League of California Cities*

Jill is the Director of Communications & Marketing at the League of California Cities. She has worked in senior communications roles for nearly 20 years, focusing on communications strategy, message development, crisis and issues management, and media interview and communications skills training.



BRANDON STEPHENSON

Chief Strategic Officer, Cerrell

Brandon specializes in developing winning communications strategies and mobilizing client supporters to influence decision-makers and the media at the local, state and federal levels. For almost two decades, he has successfully managed statewide and local political and public education campaigns, and created grassroots advocacy and media relations programs for the firm's public and private sector clients.



WHO SHOULD ATTEND: MAYORS • COUNCIL MEMBERS • CITY MANAGERS • ASSISTANT CITY MANAGERS
LAW ENFORCEMENT • EMERGENCY PREPAREDNESS OFFICIALS • PUBLIC INFORMATION OFFICERS