

Communication and Public Relations Webinar Series LeadingAge Ohio Members Only



Member Webinar Every 3rd Wednesday of the Month
11:00 - 11:30 a.m. EST

As communication professionals you are tasked with getting your message out. **WHERE** do you put your message? **WHAT** do you want them to know about you? **WHO** needs to know about you? **WHEN** and **HOW** often do you share your message? What is your **WHY**?

This series will review various aspects of communication challenges from digital marketing and brand standards to readership and telling your story. Obtain tools about each topic and recommended best practices.

Date	Topic & Presenter
January 16, 2019	Designing Your Communication Calendar/Storytelling Presented by: Linda Hart, Eliza Jennings & Jennifer Taylor, LeadingAge Ohio
February 20, 2019	Basics of Digital Marketing Presented by: Bryan Reynolds, Episcopal Retirement Services
March 20, 2019	Design & Readership for Older Adults Presented by: Melissa Dardinger, Ohio Living
April 17, 2019	Getting Buy-In on Brand Standards/Keeping Staff on Message Presented by: Jeanne Hoban, Benjamin Rose Institute on Aging

REGISTRATION INFORMATION

Name (Last, First)	
Organization	
Professional Designation	
Title	
Address	
City	
State	Zip
Phone/Cell Phone (circle one)	
E-mail (required for receipt of confirmation)	

2 Easy Ways to Register!



Online, visit www.LeadingAgeOhio.org
Click on Education and Events; select date and event,
click link to register.



Mail to:
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Your reservation will be made upon receipt of this form. All registrants will receive a confirmation. If you do not receive a confirmation, please do not assume that you are registered.

CEs are not available for this webinar.