



Here we go again...

RSVP by April 6!
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Become a Member
 \$30 annual fee



Gaining the Public's Trust through Effective Messaging

April 08, 2010 11:30pm-1:15pm **California Department of Mental Health 1600 9th Street, Room 470**

Parking Information

Metered parking on city streets

\$8 Parking Lots
 7th & Q
 10th, between Q & R

Parking Garage
 11th and O

Messaging in today's political and economic climates can be a tough sell, especially when most news is bad news to our constituencies. Do you understand how public opinion is shaped? Are your messages helping or hindering the public's trust of your organization? How do you know if your messaging techniques are reaching/affecting your intended audiences?

Join our expert panel as they offer insight into shaping public opinion and the tools to deliver and track the effectiveness of messaging

- **Jennifer Franz, Ph.D.**, President, JD Franz Research, Inc.
- **Bill Maile**, Director of Communications, Office of the State Chief Information Officer
- **Steve Worth**, Owner, Fuel Creative Group

Lunch Options (\$15 Members, \$20 Non-Members)

- Pepper Crusted Roast Beef Sandwich:** Provolone, rosemary chili aioli, sweet onions, lettuce & tomato on a freshly baked rustic French hoagie.
- Chicken Club Wrap Sandwich:** Spinach tortilla, provolone, smoked bacon, shaved pink onion, lettuce & tomato with a honey mustard ranch.
- Fresh Tomato Basil & Mozzarella Sandwich:** Marinated Roma, house-made basil pesto & sliced fresh mozzarella on freshly baked crusty baguette.