



## 2011 ANNUAL TRAINING DAY

### *Powerful Messaging in a Post-Print World*

October 13, 2011

8:30 a.m.- 4:00 p.m.

California Highway Patrol Headquarters  
601 North 7<sup>th</sup>, Sacramento, CA [*Enter on N 8<sup>th</sup>*]

Social networks and other interactive tools now drive authoritative government communications. At our unprecedented 2011 SiOC Training Day, you'll learn about masterful messaging and premier practices from experts with the Office of the Governor, Facebook, the California Legislature, and leading state agencies.

#### **Featuring:**

- Elizabeth Ashford, Deputy Press Secretary, Office of Governor Edmund G. Brown, Jr.:  
*Building stakeholder confidence*
- Adam Conner, Associate Manager for Public Policy, Facebook, Washington D.C.:  
*Facebook strategies for government*
- Sabrina Lockhart, Press Secretary, California Assembly Republican Leader Connie Conway:  
*Persuading an evolving audience*

#### **Also:**

- Learn how state agencies, including the California Air Resources Board, the Department of Motor Vehicles, and CAL Fire are pushing their messages with innovative, low-cost, products.
- Get the latest on the new state template and mobile website application.

#### **Registration:**

Includes beverages and all-you-can-eat continental breakfast, taco bar lunch, and afternoon snack

Members: \$30

Nonmembers: \$40.

**Register/ RSVP via [siocclubexpress](#) by Monday, October 10.** (Advance the Calendar to October.)

#### **Parking and check-in:**

Due to neighboring construction, North 7<sup>th</sup> is closed. Detour to North 8<sup>th</sup> and park in gated lot on right. Sign in with officer at front desk to receive your day badge. SiOC reps will be on hand to assist you.

#### **Questions and comments:**

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