To Whom It May Concern:

The National Association of Government Communicators (NAGC) will host its 47th annual Communications School, our premier industry conference, in New Orleans, Louisiana, May 21-23, 2024. This year’s conference will host an impressive lineup of experienced speakers from all levels of government and the private sector. A complete list of topics can be found on the conference webpage, but it includes communication planning, integrating AI technology into communications, video storytelling, managing the media, developing effective advocacy campaigns, web redesign for public engagement, improving language access, and so much more.

NAGC has a reputation for providing a one-of-a-kind event that provides invaluable networking opportunities and practical educational sessions to help government communicators increase their skills. Our organization prides itself on staying on top of current events and engaging government communicators who have supported some of the country’s largest incidents and events to speak to Communication School attendees about best practices and lessons learned. NAGC also believes in the power of smaller-scale training opportunities, which is why we offer a full day of advanced training workshops prior to the official start of the conference.

The NAGC Communications School provides built-in networking opportunities with professionals from local, state, regional, military, tribal, and federal government agencies. This event supports your organization’s communications professional in building a robust network to provide assistance, tips, and/or best practices when you find yourself facing a difficult communications challenge.

Government communicators are tasked with the responsibility of keeping their communities informed. By allowing your organization’s communicator(s) to attend NAGC’s Communications School, you are equipping them with the proper knowledge and training to provide your community with timely, accurate, and accessible information. This year’s conference costs $800 if your communicator has paid membership dues and registered during the early bird pricing period.

To learn more about NAGC or the 47th Annual Communication School, please visit https://nagc.com/event/2024CommSchool.

Thank you for your consideration.

Respectfully,

Tabitha Clark, APR
NAGC President