BREAKOUT SESSIONS

- Speechwriting
- Meeting the Press: Making the Interview Work
- Tweeting Gone Awry
- Embracing Collaboration: Trading Competition for a Stronger Foundation in Communications
- The Impact and Importance of Diversity, Inclusion, and Belonging in Government Communications
- Working with the Media: How to Strengthen Relationships with Local Reporters
- Behind the Headphones: How to Amplify Your Message with a Podcast
- Rebuilding Trust in Government Communications - Results of the 2nd Annual GWU Study
- Embracing Digital Platforms & Tech Tools To Shape Your Organization’s Narrative
- Web Design for Public Engagement
- Wellbeing for PIOs: How to Ensure You Keep Yourself Healthy and Safe
- Working with Data in Government Communications
- More than Eye Candy: Visual Storytelling for Complex Ideas
- Speak Strong, Speak Long: Mastering Vocal Stamina for Effective Communication
- A Tactical Approach to a Media Interview
- For a Good Time, Call Your Local Government
- Working with FOIA Requestors
- Improving Language Access/Mejor al acceso al idioma
- How to Effectively Execute Advocacy Campaigns

ADVANCED TRAINING WORKSHOPS

- Social Media Bootcamp
- Communications Planning for Government Communicators
- Lessons Learned and Ethical Uses of AI Technologies for Government Communicators

KEYNOTE SPEAKERS

Donna Brazille
Political Strategist & Author

Doug Heye
Founder, Douglas Media; TV Political Commentator; Former RNC and Congressional Leadership Communications Director

Robert Sumwalt
The Crisis: Now What? Managing Through Effective Communications

Ben Feller
From the Briefing Room to the Living Room: How to Make Your Message Matter

Angela Tennison
AI in Government Comms: Are You a Pioneer or Passenger?

For more information or to register, visit nagc.com.
The registration deadline is April 30, 2024.
The hotel block is SOLD out. Please visit our website for other housing options.