

**MAY 21-23, 2024  
INTERCONTINENTAL  
NEW ORLEANS, LA**



**COMMUNICATIONS  
SCHOOL**

## 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

The Science of Effective Emailing for Government Communicators: The New Psychology of Diverse Teams and the Role of AI

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 el 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](http://nagc.com).

The registration deadline is April 30, 2024.

*The hotel block is SOLD out. Please visit our website for other housing options.*

