



2018 MAGC Fall Conference – Storytelling Essentials
Thursday, October 11, 2018
Midpointe Event Center
415 Pascal Street North
St. Paul, MN 55104

8:00-8:30a Registration/Breakfast/Vendor Fair

8:30-8:35a

Welcome - Carolyn Marinan, President, MAGC

8:35-9:15a

Digital transformation is changing – everything

Rick Kupchella, founder and CEO, Informed Engagement Network

Super fundamental stuff: like **how** we learn... **what** we learn... what **can be** learned.
It's hammering – every – sector of society... including government with extreme **pace** and **consequence**.
The life expectancy of a Fortune 500 company has dropped from 75 years – to less than 15.
IT IS ALSO TRUE – the fundamentals of storytelling remain rooted in the same stuff that has brought humans together for millennia.
This talk is about maximizing extreme disruption... while never letting go of this truth.

9:15-10:15a

Crisis Management: Being our best during your company's worst days

Bob McNaney, Senior VP – Crisis & Critical Issues, Padilla

This interactive presentation will ask the audience to consider their organization's readiness for a crisis. It will include real-life examples of do's and don'ts. Bob will provide tools to help you understand the best practices for protecting a brand, including real-time social media monitoring to shape strategy. You will also learn best practices for developing a crisis communication plan, forming a crisis communication team and creating effective messaging.

10:15-10:30a Break/Refreshments/Vendor Fair

10:30-11:30a

8 Social Media Trends to Watch in 2019

Arik C. Hanson, Principal, ACH Communications

This time of year, everyone starts talking about social media trends to keep an eye on in the year ahead. Will Instagram TV explode? Will Facebook use continue to drop—and what does that mean for us? Trends are on everyone’s mind. In this presentation, blogger, podcaster and independent social media marketing consultant Arik Hanson will go in-depth on 8 social media trends that he believes will make a meaningful impact on all our work in 2019.

11:30a-12:00p

30 Ideas in 30 Minutes: Telling Stories that Stick

Panel: Maria Elena Baca, Hennepin County; Mitchell Hislop, Wingnut; Kim Insley, Meet Minneapolis; Robb Leer, Leer Communication and Consultants; Maureen Pranghofer, WeCo; Mary Tan, Animal Humane Society

Always an MAGC Fall Conference favorite, this fast-paced session will focus on the myriad of ways to tell your story. In a round-robin format, our panel of experts will share their tips and tricks for connecting with their audiences through storytelling.

12:00 – 1:00p Lunch and Vendor Fair

1:00 – 2:00p

Technical Track: Website Accessibility for Government & Non-profits

Lynn Wehrman, Founder/President, WeCo

Making your website accessible can feel like an overwhelming task. You might not know where to start or how to pay for it. Former web accessibility professional for the State of Minnesota, Lynn Wehrman will help you understand why website accessibility is vital to the delivery of services, show you examples of what works and what doesn’t and provide quick and simple things you can do now.

Creative Track: Using Plain Language to Connect with Your Audience

Brian Lieb, Hennepin County

Learn how to write clearly and effectively so your audience gets the information they need. During this session you’ll get tips on ways to improve your writing, practice using those tips, and see lots of real-world examples of both plain, and not-so-plain language.

2:00-2:10p Break

2:10 – 3:10p

Technical Track: Put Your Story on the Map, Literally

John Nerge, GIS Coordinator, City of Brooklyn Park

Location is a key part of telling the right story, so why not directly integrate it? John will demonstrate an online visualization tool called story maps, which combines your narrative text with photos, videos, and maps to tell a complete and fully immersive story. Best of all, you can make one of these high-tech web applications without having to know any code!

Creative Track: Tips for Creating Shorter Video Content

Jake Sturgis, Chief Storyteller, Captivate Media + Consulting

The attention span of our audiences continues to get shorter, while the importance of using video to communicate increases. The playbook for video has changed over the last few years with more people sharing video on social media. Learn some quick tips for shooting and editing better videos on your mobile device.

3:10 – 3:30p Concluding announcements

3:30-5:00p Cash bar reception