



MOVING FORWARD

NADO ATC 2021

PORTLAND, OREGON



FORMATION

PR +
BRAND



LEARNING LAB
**EFFECTIVE
COMMUNICATION
TOOLS FOR RDOs**

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SESSION GOALS:

- Learn about the top 10 tools you need for your communications
- Start creating your toolbox



**WHY
DOES THIS
MATTER**







**SOCIAL
MEDIA**

VIGILANTES



**WHAT
ARE YOU DOING
NOW?**

A person's hands are shown typing on a laptop keyboard. The image is overlaid with several semi-transparent icons and graphics related to digital marketing and technology. These include a computer monitor displaying a webpage layout with the word 'AD' in large letters, a smartphone with 'AD' on its screen, a bar chart with an upward-trending line graph, a globe with a plus sign, a magnifying glass, and a cursor arrow. The background is a blurred office setting with warm lighting.


**WHAT
SHOULD
YOU BE DOING?**



TOOLS
FOR EFFECTIVE
COMMUNICATIONS




#1 Communications
Strategy



Who are you
trying to reach
and why?



What do
you want to
convey?



What are your
desired
outcomes?




#2 Brand Story




#3

Messaging +
Talking Points



Who are your
internal
audiences?



Who are your
external
audiences?



#4 Website



#5

Public Relations




#6 Email Marketing



#7

Social Media
Strategy




Who are you
trying to reach
and why?



Where
are they?



What do
you want to
convey?



What are your
desired
outcomes?



#8

Networking +
Public Speaking



#9

Educated +
Engaged
Employees



#10

Educated +
Engaged Board
Members

Q+A





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