

A DO ATC 2021

PORTLAND, OREGON



FORMA





LEARNING LAB EFFECTIVE COMMUNICATION COMMUNICATION TOOLS FOR ROOS ERICA ALLISON FORMATION PR + BRAND

FORMATION PRH BRAND



SESSION GOALS

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





WHY DOESTHIS MATTER









ARE YOU DOING NOV?

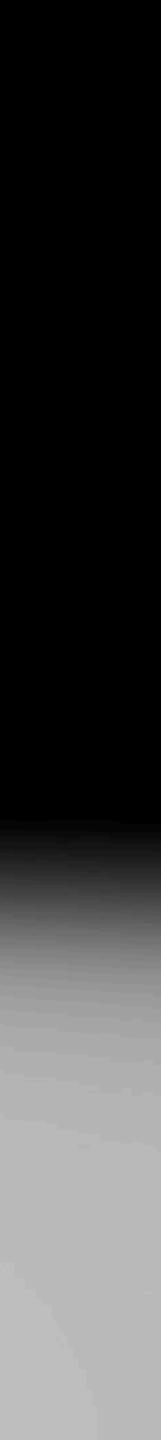
SHOULED YOU BE DOING?





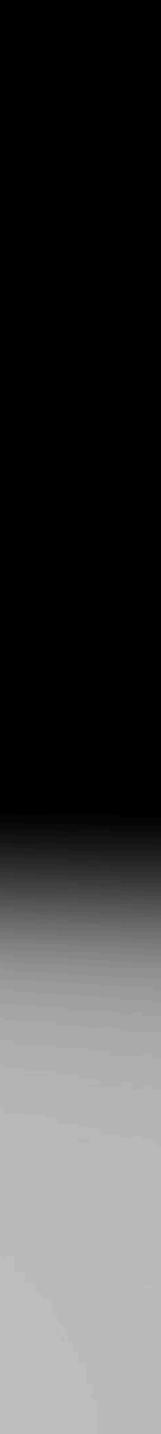


FOR EFFECTIVE COMMUNICATIONS





Communications Strategy

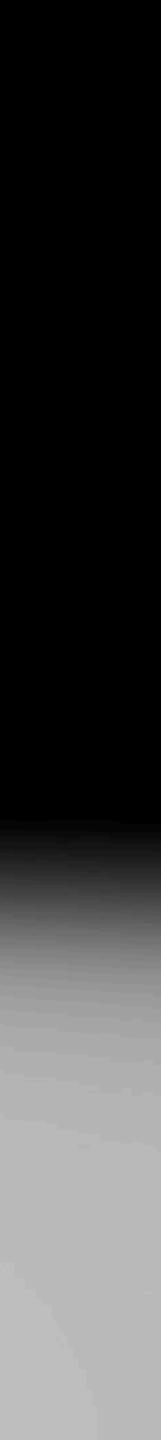


Who are you trying to reach and why?

What do you want to convey?

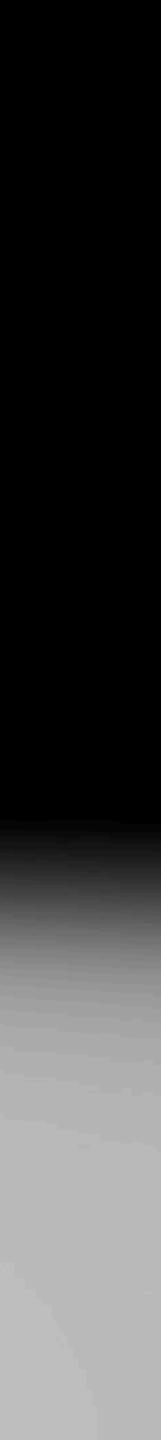
What are your desired outcomes?







H3 Messaging + Talking Points



Who are your internal audiences?

external

Who are your audiences?



Website

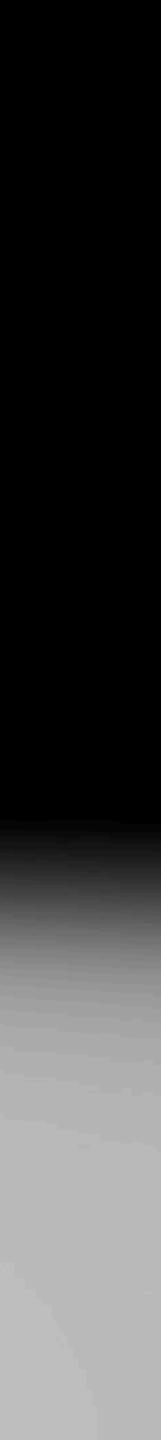
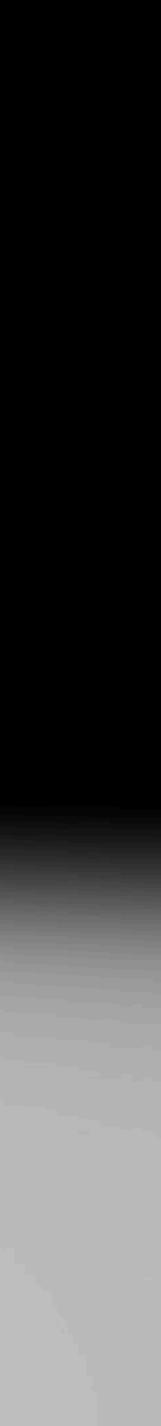




Figure 5 Public Relations





HO Email Marketing

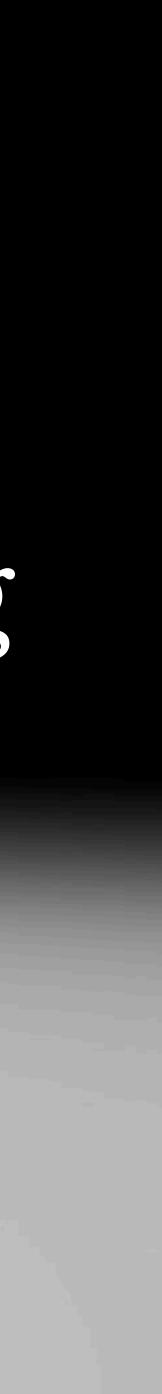
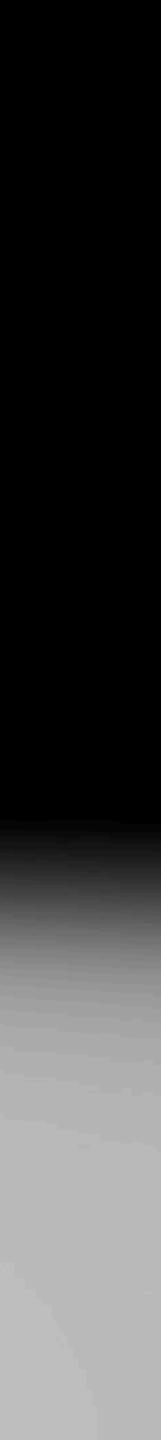




Figure 7 Social Media Strategy



Who are you trying to reach and why?

Where are they?

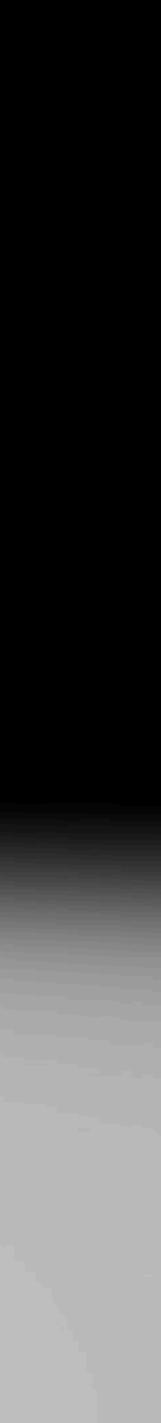


What do you want to convey?

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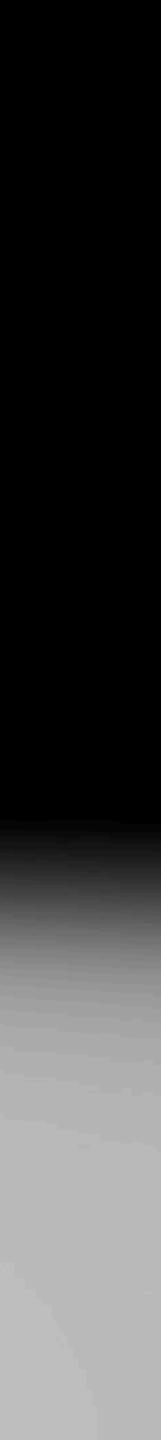


HOB Networking + Public Speaking



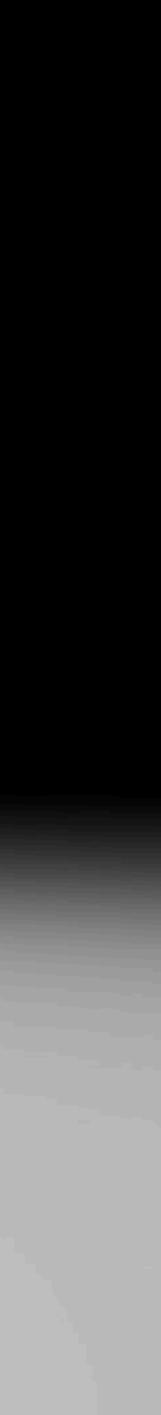


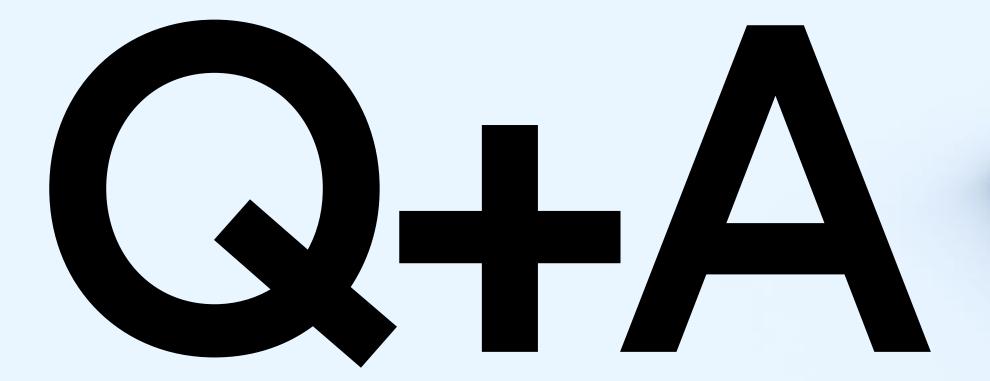
Educated + Engaged Employees





#10 Educated + Engaged Board Members







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