Communications Peer Community

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Icebreaker – Sit at tables by years of experience

- Introduce yourself:
  - Name
  - Title
  - Organization
  - background in communications/marketing
  - how long at PSO

- What are you following? – favorite blog, podcast, website, news source
Digital/Online Communications Guiding Questions

- Timing - how often do you use/update each tool?
- How do catch people’s attention - images, language, etc.?
- How do you use them together to build a comprehensive strategy?
- Share a success or a failure - what lesson/best practice can be implemented for others?
Evaluation/Metrics Guiding Questions

- What do you find most challenging in determining what communications metrics to gather and analyze?
- Share tips/lessons that others might find helpful.
- What tools are you using to collect, track, analyze and present your data?
Storytelling Guiding Questions

- How do you leverage the media?
- Outside of traditional media, what other platforms or avenues do you utilize to broadcast your storytelling efforts?
- What strategies do you use to define/measure success?
- What protocol/guidelines do you have in place to ensure continuity in language, format, and logistics of storytelling?
Large Events & Anniversaries Guiding Questions

- What tactics helped you keep the momentum going?
- What are some creative earned-media strategies?
- What promotional activities have been most successful?
- How have you leveraged technology?
Time & Role Management Guiding Questions

- What does your program management toolkit look like? What technology(ies) do you use?
- Share any tips/lessons on how to establish and implement organization-wide project management practices
Share Your Feedback

- Please take a couple of minutes and share what you thought of today’s session. We want to hear from you!
- Session surveys are available in the conference app.
- Navigate to the session and click on “Session Survey” underneath the session description & speakers.
Thank You

What’s Next?
- 5:00 - 5:30 pm, Break
- 5:30 - 7:00 pm, Welcome Reception: Rock & Roll Hall of Fame
- 7:00 - 9:00 pm, Dine A rounds (Sign Up at Registration Desk)