

Virtual Event: Marketing and Communications for Municipalities



Create A Two-Way, Citizen-Centric Marketing and Communication Plan to Reflect the Needs of Your Community

Online: Wednesday, October 6th, 2021 | **Time:** 12:00-2:15pm ET & 9:00-11:15am PT

AGENDA OVERVIEW

Local government might not seem like a space that would delve into marketing, a field that is traditionally reserved for industry and enhancing commercial success. Yet, city branding is becoming more popular with more community-driven input being incorporated into the municipal marketing and communications.

Citizens are using their municipality's websites more than ever before to gather news, updates and services, especially relating to the pandemic. This shift has put more pressure on marketing and communications leaders to reimagine their marketing and communication plan so they can engage with the public more effectively.

Public Sector Network's Virtual Event on **Marketing and Communications for Municipalities** will provide strategies to leverage emerging technology, develop engaging content, and amplify those messages to gain public trust. This event will serve as a platform to establish best practices to strengthen your marketing and communication strategies.

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FEATURED SPEAKERS



Chris McLeod, MBA
Vice President, Global Marketing & Communications
Edmonton Global



Michele Harris
Director, Economic & Community Development
Municipality of Grey Highlands



Linda Hazzan
Director (CMO), Communications, Programming and Customer Engagement
Toronto Public Library



Alice Leung
Director, Communications and Marketing
City of Leduc



Liliana Busnello, APR
Manager, Corporate Communications
Town of Lincoln



Samuel Lau
Director, Business Development
EnviroNics Analytics

REASONS TO ATTEND



Redesign your communication strategy so that it best aligns with community needs



Bridge communication gaps to reach all citizens and staff



Remain proactive, refine your plan, and deliver on your municipality's mission and vision with impact

WHO ATTENDS

- Chief Marketing Officers, Chief Communications Officers
- Marketing Directors, Executive Directors of Communications
- Directors of Sales and Marketing
- Chief Experience Officers
- Heads of Digital Marketing
- Heads of Digital Communications

Agenda - Wednesday, October 6th, 2021



12.00pm ET 9:00am PT	Welcome from PSN
12.05pm ET 9:05am PT	Chair Opening
12.20pm ET 9:20am PT	<p>Government Keynote: Unlocking the Power of Digital to Make Meaningful Connections with the People You Serve</p> <ul style="list-style-type: none"> Building public trust and expectations through clear and thoughtful communication Building citizen-centricity into your marketing and communications plan <p>Chris McLeod, MBA, Vice President, Global Marketing & Communications, Edmonton Global</p>
12.35pm ET 9:35am PT	<p>Platinum Keynote: Streamlining Your Marketing and Communication with Digital Solutions and Emerging Technologies</p>
12.50pm ET 9:50am PT	<p>Government Case Study: Encouraging Meaningful Engagement from Municipal Ratepayers: Why Traditional Town Halls Don't Work Like They Used to!</p> <p>The Municipality of Grey Highlands' [re]IMAGINE engagement strategy turned traditional public engagement on its ear and resulted in more meaningful engagement than had taken place in years. Find out how we managed to hear from more than the 20 "regulars" who usually turn up at town hall meetings</p> <p>Michele Harris, Director, Economic & Community Development, Municipality of Grey Highlands</p>
1.05pm ET 10:05am PT	<p>Government Case Study: Effective Strategies to Increase Public Consultation and Engagement</p> <p>Find out how Toronto Public Library used an immersive 18-month, multi-stakeholder consultation and engagement strategy – dubbed TPL Experience 360 – to successfully develop and roll out a new brand framework, brand identity and customer experience strategy</p> <p>Linda Hazzan, Director (CMO), Communications, Programming and Customer Engagement, Toronto Public Library</p>
1.20pm ET 10.20am PT	Break

1.25pm ET 10.25am PT	<p>Gold Spotlight: Leveraging Data and Analytics to Enhance Your Digital Reach</p> <p>Samuel Lau, Director, Business Development, Environics Analytics</p>
1.40pm ET 10.40am PT	<p>Panel Discussion: Optimizing Your Digital Presence to Connect and Engage with Diverse Audiences</p> <p>This engaging panel will dive into questions such as:</p> <ul style="list-style-type: none"> What are best practices for building a content strategy and capabilities around digital marketing and communications? What are some ways to optimize collaboration between various departments to reduce timelines, streamline the editorial process and cut through the hierarchy? How do you ensure that municipal leaders understand the pitfalls, risks and liabilities of managing a social media presence? What is the best way for digital communications to be used in emergency and crisis management? What best practices for ethical use of social media? <p>Alice Leung, Director, Communications and Marketing, City of Leduc</p> <p>Liliana Busnello, APR, Manager, Corporate Communications, Town of Lincoln</p>
2.10pm ET 11:10am PT	Closing Remarks from the Chair
2.15pm ET 11:15am PT	Virtual Event Adjourns

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