

From Spies to Science:

*Universal lessons all
communicators can apply*

Amanda Schoch
Chief Communications Officer,
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Laboratory

Wednesday, February 16

12 PM - 1 PM PST

Register [here](#)



Amanda Schoch

As the Chief Communications Officer for Pacific Northwest National Laboratory, Schoch is responsible for executing communications strategies that elevate the laboratory's reputation as a world-class research organization. Prior to PNNL, Schoch was the public voice for the U.S. government's top spy agency, the Office of the Director of National Intelligence.

Regardless of industry, communicators can employ a **universal set of strategies** to get their message across.

In this virtual seminar, with live Q&A, you will learn about:

- The most important aspect of any communications strategy.
- The brand amplifier all organizations have and most overlook.
- How to build connection through telling the right stories.

Open to the public

Free for PRSA members

\$10 for non-PRSA members