



# Secrets of Successful Civic Engagement

In **civic engagement (aka community relations)**, you must understand and communicate effectively with residents in your geographic area.

In this virtual seminar with live Q&A and plenty of real-life examples, **you'll learn:**

- What intentional engagement looks like – and pitfalls to avoid
- Innovative strategies and tactics for getting to know your diverse communities and their needs
- How to build authentic connection with the people you serve
- How to form win-win relationships with your stakeholders and partner organizations
- What makes a city ambassador program effective.

**Who will benefit from this seminar:** Communication professionals in city or state government, education, civic organizations, nonprofits, and local services such as healthcare and finance.



**Petula Burks**  
Director, Office of Strategic Communications and Civic Engagement  
City of Richmond, VA

**Petula Burks** is known as “The Connector” for her effectiveness in achieving goals that involve government and community collaboration.

For 20 years, Petula has directed civic engagement and public affairs in cities in Florida, Georgia, California, and Virginia. She also served as Chief of Staff for Augusta, GA and Public Affairs Director at the Washington State Department of Health.

**Thursday**  
**February 16, 2023**

**12:00 pm – 1 pm**  
**Pacific Time**

*Open to the public*

- FREE: PRSA Mid-Columbia members
- \$5: PRSA members
- \$10: Non-PRSA members

**Register to receive the Zoom link**

Registrants will receive the presentation and video recording.



**Mid-Columbia**

[prsamidcolumbia.org](https://prsamidcolumbia.org)

[mccprsa@gmail.com](mailto:mccprsa@gmail.com)

