

Plan Your Communications Like a Jedi Master



Thursday, May 18, 2023
Noon – 1 pm PDT

Live via Zoom; register to receive the link

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

You'll learn:

- The difference between a communications *strategy* and a *plan*
- Which communications plan elements will work for you and your organization
- Tools to help you develop the key components of your strategy and plan

You'll leave with:

- A toolkit of templates and resources to help you become a Jedi Master of strategic communications and execution



Webinar title courtesy of Google Bard AI

Linda Isakson has worked in public service for 20 years, including as an ecologist, curricula developer, and communication and outreach manager for government and academia.

Linda Isakson

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Registrants gets exclusive access to the video recording and other resources afterward.



Mid-Columbia

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