



Public
Relations
Society of
America

Mid-Columbia



prsamidcolumbia.org
mccprsa@gmail.com

Building Highly Effective Communication Programs Through Audits

Thursday, March 16, 2023
12:00pm - 1:00pm PDT



LIVE WEBINAR

Are your communication efforts meeting the needs of your stakeholders? Is there alignment between current efforts and your organization's goals? Whether you've previously done a comms audit, or you are looking to implement a strategic, data-driven initiative, you'll leave with new ideas and processes to implement immediately. We'll discuss how and why to use focus groups, analytics, and so much more.

Come prepared to work!

- Small group discussions are included in the seminar.

REGISTER NOW

Free to MCCPRSA Members

\$5 PRSA National Members
\$10 Non-PRSA Members

Mellissa Braham
Associate Director
National School Public Relations Association

Mellissa Braham, APR, has 25 years of experience in public relations. As the associate director for NSPRA she coordinates communication audit services, oversees chapter relations, develops conference programming, creates education content, and more. She earned a NSPRA Gold Medallion Award for advocacy efforts in 2013, a NSPRA Golden Achievement Award for capital project communications in 2016 and multiple state and national excellence awards for publications.