



Public Relations and Marketing

March 5

9:00 a.m. - 4:30 p.m.

Overview:

This session will cover the basics of public and media relations. It will include lessons on understanding reporters, their tools and tactics. Yocum will discuss common interviewing mistakes, help you prepare for an interview, and offer tips on how to increase your presence in the media. The afternoon session will cover the basics of crisis communications and various marketing and PR tactics for launching a levy campaign.

Presenters:

Robin Yocum, President, Yocum Communications

Leadership Development

March 6

8:30 a.m. - 4:00 p.m.

Overview:

There are numerous components of Ohio's DD Service Delivery System that are at times overlooked, but are nonetheless vital to the efficient and effective delivery of services to individuals in need. This session will focus on those various components and the unique leadership role that each plays in ensuring the system maintains its' focus on individuals, as well as its' fiduciary responsibility to the community. Topics covered will range from advocacy to politics, legal rights to protective services and even a little bit about government.

Presenters:

Jerry Collamore, President, The Collamore Group; Suzanne Dulaney, Associate Chief Executive Officer, OACBHA; Tim Tobin, Ohio Legal Rights Service; Karla RInto, Program Director, Advocacy & Protective Services Inc.; Carolyn Knight, Executive Director, Developmental Disabilities Council



To find out more, contact Kim Linkinhoker (klinkinhoker@oacbdd.org) or Ann Neu (aneu@oacbdd.org) at (614) 431-0616 for information.

