



Presents:

## Getting Your Message Across:

Gaining Public Understanding and Support for your Organization

*A Connecticut Road Scholar Program Elective Workshop*



**Wednesday, April 23, 2008 – Cheshire, CT**  
**Thursday, April 24, 2008 – East Lyme, CT**

**8:30 a.m. – 3:30 p.m.**

*(Registration begins at 8:00 a.m.)*

*(Morning refreshments and lunch will be provided)*

**Description:** Municipal officials perform extraordinary public service. Public relations in local government is the mechanism to increase awareness of these services and thereby gain support from policy makers and the public. When community leaders and citizens understand policies and operations, they can begin to accept and support them. This course will focus on the various forms of communication to assess and improve dialogue both on and off the job.

### Sample of Topics Covered:

- Techniques for dealing with co-workers, community leaders & the public.
- Celebrating success within departments and with citizens.
- The many values of good customer relations.
- Improving service and public discourse.



**Who Should Attend:** This program is designed for all municipal highway officials, particularly those involved in communicating with the public, boards and on teams. Directors of Public Works, Highway Superintendents and Foremen are encouraged to attend.

Our instructor is **Hank Lambert** of Lambert Mediation, LLC. Hank recently retired from the Vermont LTAP Center where he was the Director for the past 24 years. He holds a BA in Philosophy and a Masters in Legislative Affairs. Hank served as Commissioner of the Vermont Department of Housing and Community Affairs and was also a Town Manager for the Town of Manchester, VT. Hank's expertise in working in and communicating with local governments during his career has brought him to the forefront as an instructor in this field.

## REGISTRATION – Getting Your Message Across

Please reply by April 16, 2008

I will attend: \_\_\_\_ April 23, 2008 – Cheshire      \_\_\_\_ April 24, 2008 – East Lyme

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **e-mail:** \_\_\_\_\_

**Agency / Municipality / Other:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Billing Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

- Add me to your mailing list       Add me to your listserv (please provide email address)

Registration fee is \$65.00 for state and municipal employees and \$130.00 for private sector participants. Payment is due by the date of the workshop.

Payment Method:

\_\_\_\_ Check (payable to UCONN)

\_\_\_\_ Purchase Order # \_\_\_\_\_

\_\_\_\_ ConnDOT Voucher (*please be sure to bring the original voucher with you to registration*)

To Register – Please fax this form to (860) 486-5718

Mail it to:      CT Transportation Institute  
                         179 Middle Turnpike, Unit 5202  
                         Storrs, CT 06269-5202

Or Register on-line at <http://www.t2center.uconn.edu/registration.php>

If mailing your registration, please be sure to also fax your registration to secure a space. If you have any questions regarding this workshop, please contact Shelly Desjardin, our Program Assistant, at (860) 486-9373. Please be sure to notify us of any dietary restrictions or special accommodations you may need. Photographs may be taken for promotional and training purposes. Please notify us during registration if you do not wish to be photographed.