Putting Your Best Foot Forward: Public Relations for Public Works Departments

A CT Transportation Leadership Program Elective

This workshop will focus on public relations and why it matters. You will learn ways to improve your department's image and get your department's work positively noticed. Group activities will help you walk away from this workshop ready for real life situations and give you the tools for a "PR toolkit" that you can use to improve and control outcomes.

Course Instructor

Our instructor will be Peg Van Patten. Peg is the Communications Director of CT Sea Grant at the University of Connecticut and has over 25 years of experience in public relations and communications.

Registration

- Please visit www.t2center.uconn.edu to register for this class online
- Registration contact: Please direct any questions to Shelly Desjardin @ (860) 486-9373
- Cost (includes lunch and course materials)
  - $100- State and Municipal participants

Learning Objectives

In this workshop participants will learn how to:

- Craft effective press releases and write advisories in the proper format.
- Understand the differences between public advisories and press releases.
- Improve the department's image and get work positively noticed.
- Use storytelling techniques to showcase good works and enhance image
- Use persuasive techniques and recognize nonverbal cues when communicating with individuals.
- Prepare for an interview when acting as the department's spokesperson.