



njea

**Communications
Tools Workshop**



Target audience: Association officers, editors, webmasters, public relations chairs who want to strengthen their communications strategies.

SATURDAY, April 25, 2020
@ NJEA Headquarters, Trenton
8:45 a.m. – 2:30 p.m.
Continental breakfast & lunch provided

Please fill out, clip and return to address below

**NJEA COMMUNICATIONS TOOLS
WORKSHOP REGISTRATION FORM**

Registration deadline: April 3

Send this form with a check for \$20 payable to "NJEA" to:

NJEA – CTW
c/o WSFS
P.O. Box 13661
Philadelphia, PA 19101-3661

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BEST PHONE # _____

PERSONAL EMAIL _____

ASSOCIATION _____

COUNTY _____

I am the _____ Association president _____ Web/newsletter editor
 _____ PRIDE/Public relations chair _____ Social media editor
 _____ Other

Please select your workshops:

BREAKOUT SESSION I 1 2 3

BREAKOUT SESSION II 4 5 6

**BREAKOUT
SESSION I**

- NJEASites User Roundtable** – NJEASites users will discuss features of the platform, share feedback and hear about digital tools available with the latest WordPress theme. This workshop is for local and county associations already using NJEASites.
- Public Speaking** – Discover the elements for what makes a good speech and garner tips for preparing to deliver one.
- Facebook & Instagram** – Learn how to set up and manage Facebook and/or Instagram pages for your local association.

**BREAKOUT
SESSION II**

- Let's Give Them Something to Talk About** – Learn how to tell a compelling story using video. We will guide you on how to compose a great shot and conduct a powerful interview that you can edit and share. Bring your cellphone, computer and any camera equipment you plan to use.
- Newsletters** – Acquire tips and tricks to a produce top-notch publication and get your members to read what you write.
- Smartphone Photos that Play Well on Social Media** – Gather tips for taking quality photos to share on your social media platforms.

AWARDS PROGRAM

NJEA Awards for Excellence in Communications
During lunch, the NJEA Awards for Excellence in Communications will be conferred.

The Communications Tools Workshop is sponsored by the NJEA Editorial Committee. No PD credit will be offered for this workshop.

If you have a special physical or communication need or other disability that may require assistance or accommodations to permit or facilitate your attendance and participation, please contact Liz Murphy by April 3 at 609-599-4561, ext. 2321.

Space is limited, so register today!