

Registration is open for the 2023 MALPH Communication Training Series: *Preparing Public Health Employees for Public Communications*

We are excited to have three communications training opportunities available in April and May!

These trainings are held in partnership with the Michigan Department of Agriculture and Rural Development. In addition to providing important skills and learning, they're a good opportunity to get time with our partners in key safety priorities around the state.

All three trainings are in-person events! Details for each session are below. **Once registration closes, we will send out a confirmation of your registration status.** Please register early, and we look forward to seeing you there!

Trainings:

April 25-26 – Two-day, Camera Ready Bootcamp (Grand Rapids):

If you shudder at the thought of talking about your work with media, stakeholders or the public, this event is for you.

At the request of many past attendees of the Communications 101 program, we are hosting a two-day session to help participants become confident, competent, and camera ready.

Day One will be a Communications 101 program, looking at the myriad facets of modern communications, how the media chooses and develops news, and techniques for turning complex situations into effective talking points and messages. Participants will each bring an example from their work – a situation they expect to discuss with media or at a public meeting, etc. The group turns these scenarios into talking points and key messages, and delivers those messages in an on-camera, Q&A interview.

Day Two will delve into advanced techniques for navigating and managing tough interviews, with a heavy focus on getting comfortable under the hot lights, and live mic experience of being recorded when the pressure is on.

This camp is designed for everyone who wants to improve their public presentation and interview skills, and anyone who want to dispel a fear of public speaking or trying to explain their work to non-peers. Trainer, Brad Wurfel is a former Capitol Press Corps reporter who has grilled senators, judges, and governors. Brad has extensive experience training government employees at every level. You will emerge galvanized and confident, with a toolkit of techniques for controlling conversations. **Please register by Monday, April 10th.**

Register: <https://www.surveymonkey.com/r/CRCXPBM>

May 10th - Communications 101 Program (Gaylord):

The Communications 101 program is a full-day, hands-on session that gets top marks for helping employees develop stronger communications skills and awareness.

Participants will get an informative overview on modern communications, how the media chooses and develops news, and techniques for turning complex situations into effective talking points.

All participants are encouraged to bring an example from their work – a situation they expect to discuss with media or at a public meeting. The group turns these scenarios into talking points and key messages, then delivers those messages in an on-camera, Q&A interview. **Please register by Wednesday, April 26th.**

Register: <https://www.surveymonkey.com/r/CWPMSVX>

May 24th - Brand Ambassador Training (Troy):

Are you struggling to find ways to develop public support for your program or department? Thinking you want to reach out to new audiences, but can't think of who they are or how to connect? Dreading the annual job fairs because your shop isn't as popular as others and you're struggling to attract new talent?

We developed the Brand Ambassador workshop to help employees, managers, and department leaders take a fresh look at the landscape and reconsider what it is you actually do. This one-day session will help participants put a fresh view on government work and why the public should trust and support it. We also will share specific ways to map the landscape of potential new supporters, and how to connect in meaningful ways that increase public support and understanding for the job you do.

Every employee in an organization is a brand ambassador. This session will show you how to identify, equip, and mobilize your ambassador team. **Please register by Tuesday, May 9th.**

Register: <https://www.surveymonkey.com/r/CS386FJ>