

Live Interactive Web Seminar

Pay a single site registration fee* and an unlimited number of people in your organization can attend at that site.



Keys for Effectively Working with the Press: A Primer for the Non-Communications Professional

**FRIDAY, June 20, 2008
12 Noon – 1 pm Eastern Time**

PURPOSE AND BACKGROUND

Dealing effectively with the media can be a powerful asset that catapults your professional career, but all too often interview opportunities are avoided like the plague! In today's world, the winners don't just do a great job. They know the importance of doing a great job and telling their success story, taking a proactive approach to informing the public. What separates the winners from the whiners when it comes to communication? Those who have mastered the media have simply taken the time to learn the common mistakes made in communications and how to "beat the blunders" to get their message across.

For anyone who has ever faced a microphone being shoved in their face (or fears that this will happen someday); for the professional who has been misquoted so often the media is considered a force to be avoided at all costs; for those who think they're "too busy" to deal with reporters or that the task should be left to PR people – this seminar is designed for you. Receive practical advice that can change your outlook on dealing with the press, enhance your performance during an interview, and create the kind of relationships needed with the media that will serve you well during crisis or "bad news" situations.

One way or another, the story will be told. This seminar will empower you to be the one in the driver's seat telling your story your way.

INTENDED AUDIENCE

Civil engineers, architects, facility managers and building officials seeking to broaden their knowledge of communication methods and gain a new comfort level and effectiveness when dealing with the media will benefit from this seminar. The discussion will feature a five-point strategy to "beat the blunders" of communications, and offer real-life examples of how others in your respective industries used these tools to enhance their performance.

SEMINAR BENEFITS

- Take control of media opportunities and use them to your advantage
- Eliminate fears associated with media relations or interviews
- Discuss strategies for approaching a difficult media challenge
- Understand the best methods to correct negative or incorrect press
- Incorporate a positive communications component to major projects
- Learn what to do when "put on the spot" for an interview
- Earn 1 Professional Development Hours (1 PDH)

SUMMARY OUTLINE

- The five major mistakes people make when dealing with the media
- Creative ways to use the media to your advantage
- How to make time to talk to the press
- Strategies to stay in control of a press situation
- Transitioning from reactive to proactive communications
- Questions and answers

Benefits of Live Web Seminars:

- > ***Convenient... no travel is required***
- > ***Cost-Effective... pay a single site registration fee***
- > ***Get real time answers to your questions***
- > ***Receive course materials by e-mail prior to the seminar***
- > ***View instructor's Power Point slides while he/she is presenting***
- > ***Ideal for brown-bag lunch training***

Information/Registration:



WEBINAR INSTRUCTOR

BRENDA J. VIOLA, Communications Consultant is helping people face their fears when dealing with communication challenges and coaching them on the tools and techniques has been Brenda Viola's mission for over twenty years. In her role as a Public Information Officer for a local government in Pennsylvania she has been called upon to garner community support for major projects, mitigate community outrage over unpopular initiatives and tell the everyday "good news" that is performed by local governments' public works, police, parks and recreation and other departments.

Ms. Viola writes and publishes a variety of newsletters, handles press inquiries, writes news releases and coordinates special events, while coaching others to "find their voice" when a communications opportunity arises. Her recent public speaking endeavors on "Mastering the Media" included the recent 2006 APWA National Convention in Kansas City and the Pennsylvania Association of Code Officials (PACO). She enjoys using humor, real-life examples and practical information to empower people from all levels of proficiency to improve their communication skills and says the greatest compliment audiences consistently give her is that "the time just flies by" when she's conducting a class. Ms. Viola received her BA in Communications, specializing in Radio/Television and Film from Glassboro State College (Rowan University).

BENEFITS OF LIVE TELEPHONE/WEB SEMINARS

These online courses use teleconferencing and the Genesys Meeting Center software to make the courses actual live, interactive learning experiences. You will be able to ask the instructor questions and get live real time answers. The instructor will be able to conduct polls to gauge your interest in certain areas and ask you questions as well. You will receive course materials by e-mail prior to the seminar and will be able to view the instructor's Power Point slides during the seminar. These types of online courses have a much higher impact than simply reading material on the web. Live telephone/web seminars offer exceptional convenience and are very cost-effective. No travel is required and the site registration fee allows an unlimited number of participants to attend at each site. In addition, each course participant will earn one Professional Development Hour (PDH) per seminar hour.

SYSTEM REQUIREMENTS FOR PARTICIPANTS

As a participant using the Meeting Center, your computer must meet the following requirements:

Audio: Using a touch-tone telephone.

Web: Microsoft Internet Explorer 6.0, Mozilla Firefox 1.5 for Windows/Mac/Linux, or Safari 2.0 for Macintosh*. Internet connection of minimum 128K.

Pop-up Blockers: All Pop-up blockers must be disabled.

Java: Microsoft Internet Explorer 5.5 with Java script and session cookies enabled.

*Limited support for Windows XP SP1 and Vista. Safari on Windows is not supported

REGISTER ONLINE NOW! SPACE IS LIMITED!

To register go to: <http://www.asce.org/webinar/list>. For more information call 1-800-548-2723. Please note: Registration for each seminar will be closed three business days prior to the seminar. No cancellations will be accepted if they are received within three business days of a seminar. Late registrations may be accepted if space is available and will be assessed a \$25.00 late registration fee. Your registration will be confirmed by e-mail.

Two business days before the seminar, you will receive a confirmation e-mail with a link to download the course materials, a sign in sheet to verify attendance, and detailed information on how to join the meeting; including the phone number you'll need to dial, and meeting number. Please contact the registrar, at webinars@asce.org, no later than 12 noon Eastern Time the day prior to the seminar if you do not receive the confirmation e-mail or for additional information.

CEU'S/PDH'S

ASCE is an IACET-authorized CEU provider and complies with the IACET criteria for awarding CEUs. In addition, ASCE follows NCEES guidelines on continuing professional competency. Since continuing education requirements for P.E. license renewal vary from state to state, ASCE strongly recommends that individuals regularly check with their state registration board(s) on their specific continuing education requirements that affect P.E. licensure and the ability to renew licensure. For details on your state's requirements, please go to: http://www.ncees.org/licensure/licensing_boards/.

REGISTRATION FEES*

KEYS FOR EFFECTIVELY WORKING WITH THE PRESS: A PRIMER FOR THE NON-COMMUNICATIONS PROFESSIONAL

FRIDAY, June 20, 2008 / 12 Noon - 1:00pm Eastern Time

\$249 Member \$299 Non-Member

**Fees per seminar site. Pay one site registration fee and an unlimited number of people in your organization can attend the seminar at that site. The single site registration fee for ASCE's live, web seminars is intended to be an easy, affordable way to provide training for multiple employees in your organization. Your single site registration fee provides you with a site license for one computer log in to the seminar and one toll free phone call to access the audio portion of the seminar. The site license provided to you by the single site registration fee does not permit you to have multiple logins or phone calls from your site or to transmit this information to another site. Therefore, if you plan to have a large group attend the seminar at your site, all participants should assemble in a conference room to hear (via speaker phone) and view (via one computer and a computer projection system) the seminar. If you have several sites, you must register each site individually and pay a separate site registration fee.*