

MESSAGES THAT MATTER

Presenter

Ryan Schwartz of Full Focus Communications.

Trained as a cultural anthropologist, Ryan applies the science of persuasion to the art of social change. He works with organizations to create concrete brand, messaging, and communications strategies that inspire action and build cohesive movements. He has worked on behalf of clients such as the Southern Poverty Law Center, Ford Foundation, and the Nonprofit Association of Oregon.



What Will You Learn From “Messages that Matter” Workshop?

- Learn the principles of effective messages through real-world case studies
- Practice creating brand-level messages to describe your organization
- Learn and practice using a model for campaign-level messages that convince people to take a specific actions
- Plan to implement effective messages into your organization
- And connect with other participants in your community

You will leave the workshop with a new language that is emotionally compelling and able to grow the reach of your work.

Who Should Attend?

Staff and volunteers of nonprofit organizations who would like to widen their community outreach.

Date & Time: Monday, May 9, 2016, 9AM – 12PM. (Lunch 12 – 1:30 PM)

Location: The auditorium of Columbia Learning Center - 375 S. 18th St, St. Helens, OR 97051

Fee(s): Registration including lunch.

- Member of Non-Profit organization \$35 (*\$25 before May 1*)
- General public \$45 (*\$35 before May 1*)

The workshop will be limited to a maximum of 40 attendees.

Go to www.columbiacultural.org/pressreleases.html to download the registration form, fill it out, and send it with a payable check to **Columbia County Cultural Coalition** to

Mary Ann Guess
230 Strand Street,
St. Helens, OR 97051

This workshop is sponsored by Columbia County Cultural Coalition (CCCC).

For more information, please contact

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