



# Chapter Communicators Summit

## *Aug. 24-25, 2022 | Tentative Agenda*

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### **Aug. 24 | McCownGordon Offices, J. Rieger & Co. Electric Park**

- 12 p.m. | Summit kickoff
  - Arrivals, lunch from Jack Stack BBQ, networking
- 1 p.m. | Intros and ice breakers
- 1:30 p.m. | Session 1
  - Time to digitize: Leveraging email, social media and websites to share your message
- 2:15 p.m. | Break
- 2:30 p.m. | Session 2
  - Lights, camera, action: Incorporating video content into your marketing strategy
- 3:15 p.m. | Session 3
  - Extra, extra! Working with the media to amplify your story
- 4 p.m. | Networking happy hour (rooftop)
  - Kansas City Construction Marketing Professionals peer group invited to join
- 5:30 p.m. | Break
  - Walk back to Ambassador Hotel
- 6:30 p.m. | Transport to dinner
  - Meet in hotel lobby to take group shuttle to J. Rieger
- 7 p.m. | Networking dinner
- 9 p.m. | Transport back to hotel

### **Aug. 25 | JE Dunn Offices**

- 8 a.m. | Walk to JE Dunn, breakfast
  - Meet in hotel lobby and walk to JE Dunn offices for a light breakfast
- 9 a.m. | Group discussion
  - Best practices for chapter communicators
- 10 a.m. | Break-out roundtables

- From Scabby the Rat to Jorts the Cat: The new approach to labor actions and how chapter communicators need to prepare
  - The new world of advertising: Pony up to maximize reach
  - Events as marketing: Leveraging the opportunity of *experiencing* your message
  - 10:45 a.m. | Break
  - 11 a.m. | Break-out roundtables
    - Publications: What's the best approach?
    - Sponsorships and advertising: What to do when you're tasked with raising revenue
    - Workforce development: Using the AGC website template
  - 11:45 a.m. | Group discussion
    - Key takeaways from breakout sessions
  - 12:30 p.m. | Lunch and goodbyes
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