



# SPRING CONFERENCE

## CONSCIOUS COMMUNICATIONS

FRIDAY, MARCH 29, 2019

RADISSON HOTEL | 605 E BROADWAY AVE BISMARCK ND

### Thursday, March 28

- 6:30 p.m. Social begins
- 7 p.m. Banquet begins
  - Welcome*
  - Member Milestones*
  - Communicator of Achievement*
  - Communications Contest Results*

### Friday, March 29

- 8:30 a.m. Check-in begins
- 9 a.m. Annual membership meeting
- 9:30 a.m. Check-in ends
- 9:45 a.m. Introductory remarks
- 10 a.m. *Enhancing Mindfulness in the Workplace* (Kim Jondahl, State Historical Society of North Dakota)
- 11 a.m. Break
- 11:15 a.m. *Authenticity: The Key to Communication* (Monica Hannan, KFYZ-TV)
- 12:15 p.m. Lunch
- 12:45 p.m. *Communications Contest Announcements* (Tammy Fogle, Roxane Salonen, Pam Knudson)
- 1 p.m. *How to Survive a Media Crisis: When You (Or Your Agency) Become the Story* (Rob Keller, crisis communication trainer)
- 2:30 p.m. Break
- 2:45 p.m. *“What's in it for me?” Understanding Your Audience* (Ed Sargeant, Steph Scheurer, and Derek Milner from Agency MABU)
- 3:30 p.m. Conference ends
  - Final announcements

Breakfast items will be available at the beginning of the day, and lunch will be a build-your-own-taco bar. Coffee and other beverages will be available during the day.