 

**Gift of Communication**

**Create Connections**

**December 9th 2021 2pm – 4.30pm**

**Welcome and introduction**

**Keynote: Addressing the Communication Challenges**

**Challenge 1: Finding the most effective social media**

* From Apps to Zoom: review of virtual communication to identify which will work best for you
* E-Mail Attraction: how to transform your e mails so you can get the results you need with best selling author Kim Arnold
* Communicating for the screen: moving from traditional print to the look and language which works for the web

**Challenge 2: Involving your supporters in achieving your purpose and goals**

* Motivating and involving your staff, volunteers, donors
* Creating a network of champions

**Challenge 3: The two proved ways to engage others: real life case studies plus facts and figures to show impact**

* Appeal to the heart with moving stories
* Convince the brain with statistics to show the benefit of your charities’ work

**Throughout the afternoon there will be time for questions, discussions, sharing experiences and successful ideas.**