**From:** Kacey Cawley
**To:** Schaaf, Libby
**Subject:** 2014 Digital Communications Tour in Oakland, CA - Last Chance to Register
**Date:** Tuesday, February 18, 2014 8:10:24 AM

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## 2014 Digital Communications Tour

How can your communications engage stakeholders to take action – online or offline – to truly drive mission value for your organization?

If these questions sound familiar, register to join your colleagues at our 2014 Digital Communications Tour, with the first stop in Oakland, California. Hear from private sector thought leaders and public sector experts, including some of your most successful peers in government, who will provide insightful communication strategies and tactics that you can use to be more effective, efficient, and engaging. The agenda will also provide ample time for you to network with colleagues and interact with speakers.

The event is complimentary for all government employees and contractors (Non-government registrants are subject to host's approval). Register today for the 2014 Digital Communications Tour. Space is limited!

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| **1:00 - 1:30pm** | **Registration** |
| **1:30 - 1:40pm** | **Welcome & Housekeeping** |
| **1:40 - 2:10pm** | **Keynote**<br>*Steve Ressler, President, GovLoop* |
| **2:10 - 2:30pm** | **The Power of Reach**<br>*Deb Castle, Account Executive, GovDelivery* |
| **2:30 - 2:45pm** | **Break** |
| **2:45 - 3:15pm** | **Best Practices: 5 Proven Tips to Drive Outreach**<br>*Amy Larsen, Client Success Consultant, GovDelivery* |
| **3:15 - 3:30pm** | **Quick Tips & Tricks: Get More Engagement with Your GovDelivery Messages**<br>*Jennifer Kaplan, Product Marketing Manager, GovDelivery* |
| **3:30 - 4:30pm** | **Government Communications Panel**<br>*Kristen Holland, SFMTA; Beth Gabor, Yolo County* |
| **4:30 - 4:40pm** | **Closing Remarks** |
| **4:40 - 6:00pm** | **Networking & Happy Hour** |

### Last Chance to Register!

**Date:** Wednesday, February 19, 2014

**Event Time:** 1:00pm - 6:00pm

**Cost:** Complimentary

**Location:** Oakland Marriott City Center
1001 Broadway
Oakland, CA 94607

To learn about the speakers, click here!

Sponsored by:

**Questions? Contact me:**
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