SEMINAR SCHEDULE OF EVENTS

**Wednesday, October 25**

6:00 p.m.  Examinations for Certification Program enrollees who have submitted exam application and fee

**Thursday, October 26**

7:30-8:00 a.m.  Registration

8:00 a.m.  Welcome from TMCA President Lydia Lopez, TRMC

8:15 a.m.  **Introductory Session** with Jay Warren

- Different types of communication
- Effective ways to get the message out
- Things to focus on and things to avoid

10:00 a.m.  Coffee Break

10:15 a.m.  **How to Handle the Media** with Jay Warren

- Questions to ask before accepting an interview
- Dos and don'ts for interviews
- Ways to answer questions

11:15 a.m.  **TMCA, Inc., Annual Membership Meeting**

Noon  Luncheon

1:00 p.m.  **Social Media** with Jay Warren

- Different platforms
- How to use effectively
- When to use and when to avoid

2:15 p.m.  Coffee Break

2:30 p.m.  **How to Work With Your Public Information Officer** with Jay Warren

- Suggestions for collaboration
- When to reach out for help
- Improving communication

3:30 p.m.  Seminar adjourns for the day

5:30 p.m.  **Special event: The Annual TMCA Awards Banquet**—join the festivities! All TMCA members and all seminar attendees are encouraged to attend this annual celebration. The event features presentation of the 2017 TMCA Municipal Clerk of the Year Award, installation of the 2018 TMCA officers, scholarship awards, recognition of 2017 retirees, and door prizes.
8:00 a.m.  “Crucial Conversations”: Part I—Beginning With You with Dr. Jane Long

10:00 Coffee Break

We will begin the morning by learning to recognize a “Crucial Conversation” and then move on to how to prepare for one. This will include starting first with “the heart” and then “mastering your stories.”

10:15 a.m.  “Crucial Conversations”: Part II—The Conversation

In this module, we will discuss the tools necessary to have a safe, productive conversation that leads to dialogue.

Noon  Luncheon

1:00 a.m.  “Crucial Conversations”: Conclusions and Action Plan

We will conclude our study of “Crucial Conversations” by learning how to make the most of dialogue and then creating a plan of action for follow-up.

Electronic Communication: Increasing Effectiveness and Productivity

During this one-hour session we will learn how to be more effective and productive with both email and tools for virtual collaboration.

3:00 p.m.  Adjourn