

Co-op Communicators Workshop

Holiday Inn South, Eau Claire, Wis. | March 2-3, 2017

AGENDA

March 2

9 a.m. **Registration**

9:30 a.m. **Welcome & Introductions**

10 a.m. **Love WI Project: Storytelling for Community Engagement**

Love Wisconsin Project Co-founders Jet Waller and Megan Monday will share the behind the scenes story of this successful storytelling project. Learn about the seed for the idea, their "experimental" approach, and how they brought the project to life. Jet and Megan will also provide insights into how to curate, refine and share your own stories in an effective way so that you can make a bigger impact in your community.

Jet Waller and Megan Monday
Love Wisconsin

Noon **Lunch**

1 p.m. **Crisis Management – Owning the Moment Before it Owns You**

More Information to Come!

Kennan Wood
Wood Communications Group

2:15 p.m. **Break**

2:30 p.m. **How to Become a Social Media Rock Star**

With 1.5 billion Facebook users, 320 million active Twitter accounts, 80 million daily Instagram photo uploads, and countless digital sites—social media is the best means ever invented to grow both your personal reputation as well as that of your organization. During this session, Spencer Smith will identify which social platforms make sense for your organization, describe how you should spend your time online and demonstrate which analytics are important and which to ignore.

Spencer Smith
Spencer X Smith Consulting

5 p.m. **Social**

March 3

7:30 a.m. **Breakfast**

8:15 a.m. **Content Marketing that Grows Your Brand and Business**

You may have heard "content is king" and you need to be doing content marketing to succeed with marketing and selling your organization today. But what is content marketing and how can it help you grow your business and your brand when you have so many other things to do? In this session, Don Stanley will help you understand what content marketing is, why you need to embrace it and how anyone can use content marketing to build their business, their brand and their bottom line. You'll walk away with time-tested, proven tips and tactics which you can implement immediately whether you are a marketer or not.

Don Stanley
3RhinoMedia

10 a.m. **Break**

10:30 a.m. **Roundtable: Peer-to-Peer Learning**

Noon **Safe Travels!**

TAKING IT TO THE NEXT LEVEL

Cooperative communications professionals are responsible for representing their organization and sharing its mission, objective and brand through a number of platforms. This interactive workshop will teach attendees even more about content marketing, social media strategy, telling your story through video production and how to manage your brand if a crisis arises.

REGISTRATION

	By Feb. 10	Feb. 11 to Feb. 17
Members	\$350	\$400
Nonmembers	\$450	\$500

Mail completed registration form with payment to:

Cooperative Network

1 South Pinckney Street, Suite 810
Madison, WI 53703-2869

Email: sara.schoenborn@cooperativenetwork.coop
Fax: (608) 258-4391

Scholarships are available through the Ralph K. Morris Foundation (ralphkmorrisfoundation.org).

LOCATION & LODGING

Holiday Inn South

4751 Owen Ayres Ct
Eau Claire, WI 54701
Phone: (715) 830-9889

Room Block: Co-op Communicators Workshop

Rates: \$114/night

Deadline: Feb. 10, 2017

FOR MORE INFORMATION

Visit www.cooperativenetwork.coop for up-to-date speaker, session, and general workshop information.

Questions?

Contact Sara Schoenborn, Cooperative Network Director of Communications, at (608) 258-4391 or sara.schoenborn@cooperativenetwork.coop.