

local government

community engagement

FORUM MASTERCLASS

MACKAY

21 FEBRUARY 2017

Are you ready to take community engagement to a new level?

This Masterclass will provide you with the skills to:

- Design online engagement for decision making and
- Creating interesting and relevant content to communicate your core messages

This Masterclass will look at those questions and much, much more.



Expert Speaker:
Matthew Gordon,
Operations Director, OurSay





Expert Speaker:

Matthew Gordon,

Operations Director, OurSay

Our guest speaker for this Masterclass is Matthew Gordon; a public-servant turned social-entrepreneur, he co-founded OurSay in 2010. OurSay provides local government with a trusted online community engagement platform.

He delivers social media engagement training to Local and State Governments and regularly speaks at industry, media and government events on the topics of start-ups, social change, community engagement and public policy. Matt is also guest lecturer for the University of Melbourne's Masters of Public Policy. He is a fellow of the Centre for Sustainability Leadership and board member of SustainMe, a recycling app.

Masterclass Includes:

Designing online engagement for decision making:

- ✔ Identifying consultation scope
- ✔ Framing the issue, framing the question
- ✔ Strategies for activating online channels
- ✔ Communicating online: tone, style, voice

Creating Interesting and relevant content to communicate your core messages:

- ✔ Finding your 'purpose' message
- ✔ Defining your audience
- ✔ Busting the myth of 'viral' campaign
- ✔ Designing an online community engagement campaign

Who should attend?

This Masterclass is an opportunity for any local government officer working in community development and communications areas to learn new skills in engaging with their communities utilising an online platform.



LOCAL GOVERNMENT
MANAGERS AUSTRALIA
QUEENSLAND INC.

P: [07] 3174 5006 | F: [07] 3012 7862
E: admin@lgmaql.org.au



LGMA_Qld



Local Government Managers
Australia - LGMA Qld



LGMA Queensland

Where:

Mackay Entertainment & Convention Centre
Civic Precinct
Alfred Street, Mackay Qld

When:

Tuesday, 21 February 2017
8.30am - 5pm
followed by Networking Drinks

