

FMCA

Florida Municipal Communicators Association

2018 INAUGURAL CONFERENCE

November 30-December 1, 2018
DoubleTree by Hilton Orlando

MEETING ROOM WIFI CONNECTION

Network: Conference Area • **Password:** fmcacon18

#FMCA2018 • FMCAonline.com

FMCA BOARD OF DIRECTORS

FMCA
Florida Municipal Communicators Association

PRESIDENT

Todd DeAngelis
Chief Communications Officer
City of Parkland

VICE PRESIDENT

Josh Taylor
Communications Manager/PIO
City of North Port

SECRETARY

Debb Vitraelli
Marketing Specialist
City of Oldsmar

DIRECTORS

Chrissy Gibson
Communications and
Marketing Manager
City of Boca Raton

****Zackery Good***
Public Information Officer
City of Homestead

****Lisa Holder***
Communications Officer
City of Sanford

Lizzy Kelley
Senior Public Information Officer
City of Tallahassee

****Doug Rainer***
Public Relations Manager
City of Fort Walton Beach

Vernon Stewart
Public Information Officer
City of Pensacola

Candice Temple
Public Media Relations Manager
City of Palm Beach Gardens

****Paul Williamson***
Conference Planning Chair
Director of Public Affairs
City of St. Augustine

**Conference Planning Committee*

NETWORKING ACTIVITY

Notice the little colored dots on your conference name badge? These dots are to help you discover certain characteristics about your peers throughout conference in different ways. Interested in meeting everyone from your region? How about learning from someone who works for a big city? Use the legend below to help you make a connection.

REGION

- Northwest – white
- Northeast – yellow
- Central – light pink
- Southwest – green
- Southeast – blue

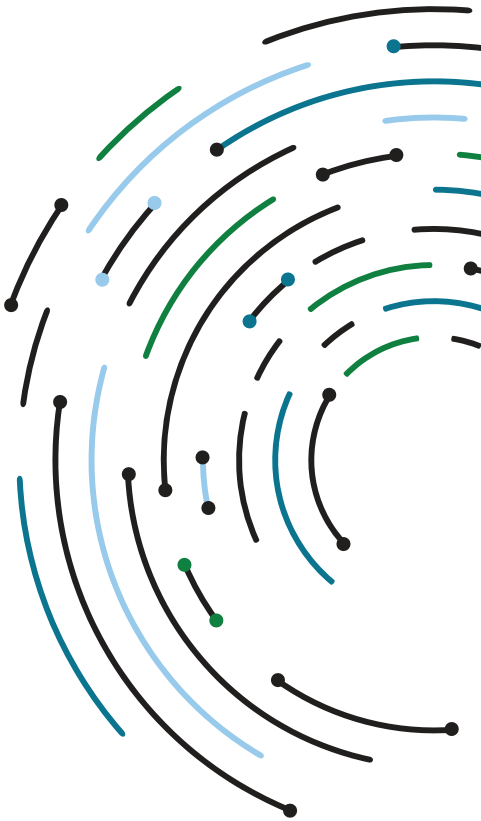
SIZE OF CITY

- Less than 5,000 – red
- 5,000-15,000 – brown
- 15,000-60,000 – black
- Greater than 60,000 – dark pink

EARLY REGISTRANT – gold

TEAM SIZE

- Small but mighty (1-4) – gray
- A lot of moving parts (5+) – purple



FRIDAY, NOVEMBER 30

10:00 AM – 5:30 PM
Registration/Helpdesk Convention Registration

1:30 PM – 3:00 PM
Opening Session/Business Meeting/Keynote Lake/Osceola

Presiding: ***Todd DeAngelis,*** President, Florida Municipal Communicators Association (FMCA); Chief Communications Officer, City of Parkland; ***Josh Taylor,*** Vice President, FMCA; Communications Manager/PIO, City of North Port; ***Debb Vitraelli,*** Secretary, FMCA; Marketing Specialist, City of Oldsmar

Getting Out of the Box: the Art of Storytelling
Moderator: ***Todd DeAngelis,*** President, FMCA; Chief Communications Officer, City of Parkland
Keynote Speaker: ***Aaron Foley,*** Chief Storyteller, City of Detroit

The role of government communications is rapidly changing. In an era of media sensationalism, it's time to take back the narrative of our city's brand through creative storytelling. To do this effectively, we must get out of the traditional boxes and silos we often find ourselves in and start exploring the stories that make our communities stronger, more vibrant places to live, work and play. Join Aaron Foley, Detroit's chief storyteller, as he chronicles how to engage a diverse group of voices to bring a community to life and the lessons learned along the way. Part inspirational, part instructional, Foley promises to challenge the status quo of government communications and journalism, in general. You can, in fact, pursue passion projects while simultaneously bringing vital information to a hungry audience.

3:00 PM – 3:15 PM
Refreshment Break Lake/Osceola Foyer



AARON FOLEY

Aaron Foley is the chief storyteller for the City of Detroit. Appointed by Mayor Mike Duggan in 2017, Foley manages a team of writers, photographers and videographers who document life in the city for a daily website, *TheNeighborhoods.org*. He is a Detroit native and resident, author of the 2015 book "How to Live in Detroit Without Being a Jackass" and editor of the 2017 anthology "The Detroit Neighborhood Guidebook." Previously, he was editor of *BLAC Detroit* magazine, and a contributor to several local and national news outlets.

3:15 PM – 4:00 PM
Workshop/Panel Lake/Osceola

Connecting With Your Neighborhoods: Nextdoor for Public Agencies
Moderator: ***Doug Rainer,*** Public Relations Manager, City of Fort Walton Beach
Panelists: ***Robbie Turner,*** Public Agency Partnerships Lead, Nextdoor; ***Lynne Martzall,*** Writer/Media Relations Coordinator, City of Coral Springs; ***Curt Preisser,*** Public Information Officer, City of Madeira Beach

The private social media platform, Nextdoor, is rapidly expanding in our neighborhoods across Florida. While it is similar to other social platforms, Nextdoor has emerged as the social tool of choice for cities and public agencies to deliver hyper-local messages to specific neighborhoods to reduce crime, promote events, and offer a forum for neighbors to connect. This session will provide a brief overview of how the tool works plus explore its utility by municipal practitioners.

4:00 PM – 5:15 PM
Keynote Lake/Osceola

Facebook, Instagram, WhatsApp: Maximizing Your Social Savvy
Moderator: ***Zackery Good,*** Public Information Officer, City of Homestead
Keynote Speaker: ***Eva Guidarini,*** Facebook, Government and Politics Outreach

Facebook continues to dominant the way residents connect with what is happening in our communities. However, its ever-changing algorithm and the growth of other popular platforms leaves municipal communicators seeking new ways to keep pace with demand. Access strategies directly from Eva Guidarini, social platform expert, on how to leverage the connectedness of Facebook, Instagram, and WhatsApp.

5:15 PM – 6:30 PM
Meet & Greet Space Coast

Meet our conference exhibitors, as well as connect you with your peers in a meaningful way. Complete the exhibit hall passport for your chance to win a free prize. Make sure your dinner plans start late enough to enjoy this opportunity for networking!



EVA GUIDARINI

Eva Guidarini works on Facebook's Politics and Government outreach team, where she focuses on helping state and local elected officials and governments build a best-in-class Facebook presence. She is veteran of political campaigns and came to Facebook most recently from the policy team on Carly Fiorina's presidential campaign.

SATURDAY, DECEMBER 1

7:30 AM – 1:30 PM
Registration/Helpdesk Convention Registration

8:00 AM – 1:00 PM
Exhibit Hall Hours Space Coast

8:00 AM – 8:30 AM
Continental Breakfast Space Coast
Use this opportunity to meet one-on-one with our conference sponsors and exhibitors while you enjoy a light breakfast. You have until 1:00 p.m. to complete your exhibit hall passport.

8:30 AM – 9:45 AM
Workshop/Panel Lake/Osceola

Journalism: It Ain't What It Used to Be
Moderator: ***Paul Williamson,*** Director of Public Affairs, City of St. Augustine
Facilitator/Panelist: ***Steve Vancore,*** VancoreJones Communications
Panelists: ***Ryan Gillespie,*** *Orlando Sentinel*; ***Dara Kam,*** News Service of Florida; ***Josh Taylor,*** Communications Manager/PIO, City of North Port

Reporting the news in today's 24-hour news cycle has changed in recent years. The evolution of print to digital has required innovation by all journalists whether they are working for a newspaper, blogging at will or housed within a municipal government. Our panel will provide you with keen insight on how to improve your pitch to ensure the right news gets to consumers when and where they want it most.

9:45 AM – 10:15 AM
Refreshment Break Space Coast
Use this opportunity to refresh your coffee while you browse the exhibit hall for the next great idea to bring back to your city.

10:15 AM – 11:45 AM
Workshop/Roundtables Lake/Osceola

360° Communications
Moderator: ***Lisa Holder,*** Communications Officer, City of Sanford
Facilitator: ***Scott Paine,*** Leadership Development Director, FLC University

What are the greatest challenges you face as municipal communicators? What are some of the successes? Is there a connection between the resources and home-grown talent we have in this room today or do we need more? Get ready for a new way to

dive into solution sharing during this unique session. You will walk, you will talk, you will find and share practical ideas on how to do your job better.

11:45 AM – 1:00 PM
Networking Lunch Space Coast
Lunch is provided in the Exhibit Hall for your final networking opportunity with our exhibitors. It's also your final opportunity to complete the exhibit hall passport for your chance to win a prize. Turn in your completed passport at the closing session.

1:15 PM – 3:00 PM
Closing Session/Keynote Lake/Osceola

Running Toward Chaos
Moderator: ***Todd DeAngelis,*** President, FMCA; Chief Communications Officer, City of Parkland
Keynote Speaker: ***Dr. Natalie Stavas,*** Pediatrician, Boston Marathon Runner/Survivor

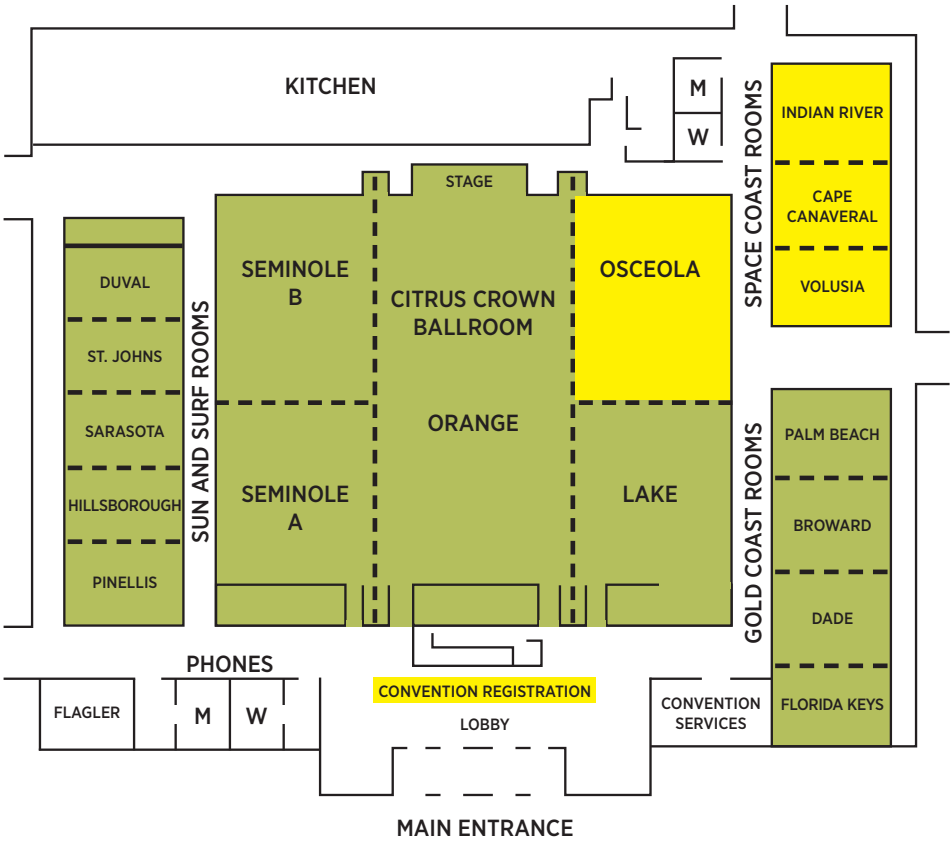
When the drama goes down in our communities, it is the job of the municipal communicator to position him or herself right at the epicenter. We literally run toward the chaos. Do we ever pause to consider what effect this has on us, on our personal lives, on our communities? Join us as Dr. Natalie Stavas recounts her running story, its effects and how we find meaning in our chaotic lives.



DR. NATALIE STAVAS

Natalie Stavas is an attending physician at Boston Children's Hospital and an instructor in pediatrics at Harvard Medical School. Her work focuses on improving the health of vulnerable children and decreasing youth violence. She is also an avid runner. On April 15, 2013, Stavas approached the finish line of her fifth Boston marathon. Just blocks away she heard explosions, ran toward the chaos and began administering first aid to the wounded. Following this experience, *Improper Bostonian* magazine named her one of "Boston's Best" and *The Boston Globe* awarded her with "2013 Bostonian of the Year," an honor bestowed upon those that shape the biggest story of the year in a remarkable way. Stavas has written for multiple outlets including the Huffington Post, the Centers for Disease Control, *Self Magazine* and the Medical Bag. She has been featured in *Runners World*, *The New York Times*, *LA Times*, *The Boston Globe*, *The New Yorker*, *Time* and *People* magazine. Stavas has also made appearances on the Katie Couric Show, CNN and ABC World News.

CONFERENCE VENUE



EXHIBITORS

Please join us in thanking the following companies for their support this year, and be sure to visit their tables inside the exhibit hall.

bangthetable

THE BRAND ADVOCATES

CITIBOT
MAKING CITIES & COUNTIES ACCESSIBLE FOR ALL

CIVICPLUS

Conceptual Communications
MARKETING & PUBLIC RELATIONS
Go Beyond The Rules

FlashVote
The scientific way to survey and engage residents

municode

THE NEWS DIRECTORS

PageFreezer

revize.

STRATEGIC DIGITAL SERVICES

ZENCITY

EXHIBITOR LISTING

Bang the Table – Table #9
Jeremy Shackett
1007 Pearl Street
Suite 250
Boulder, CO 80302
(813) 388-1090
jeremy@bangthetable.com • www.bangthetable.com
Our software, EngagementHQ, is the world's most powerful platform for online community engagement.

The Brand Advocates – Table #6
Tasha Cunningham
1800 Pembrook Lane
Suite 300
Orlando, FL 32810
(407) 392-3035
tasha@thebrandadvocates.com • www.thebrandadvocates.com
We are an award-winning team of communicators specializing in PR & public involvement.

Citibot – Table #3
Bratton Riley
176 Clark Avenue
Charleston, SC 29412
(843) 324-6167
bratton@citibot.io • www.citibot.io
Interactive citizen engagement platform for cities to connect with all citizens via text message.

CivicPlus – Table #12
Solomon Grover
302 South 4th Street
Manhattan, KS 66502
(888) 228-2233
grover@civicplus.com • www.civicplus.com
The integrated technology solution for local government.

Conceptual Communications – Table #10
Laurie Menekou
901 Progresso Drive
Suite 210
Fort Lauderdale, FL 33304
(954) 732-0754
www.prbroward.com
Full Service Marketing & Public Relations Firm serving public sector clients in Broward/Miami Dade.

FlashVote – Table #5
Kevin Lyons
111 West Proctor Street
Carson City, NV 89703
(775) 235-2240
kevin@flashvote.com
www.flashvote.com
FlashVote gets statistically valid community input in 48 hours, for governments, whenever they want.

Municode - Table #8
Gregg Huggins
PO Box 2235
Tallahassee, FL 32316
(800) 262-2633
ghuggins@municode.com
www.municode.com
Government Websites – Stunning, Responsive, Mobile Friendly Designs – Easy for Staff and Citizens.

The News Directors, Inc. – Table #7
Brian Andrews
100 Biscayne Blvd
Suite 2110
Miami, FL 33132
(305) 503-2800
brian@thenewsdirectors.com • www.newsdirectors.org
Crisis Communications & Public Affairs Consultants for local governments.

EXHIBITOR LISTING

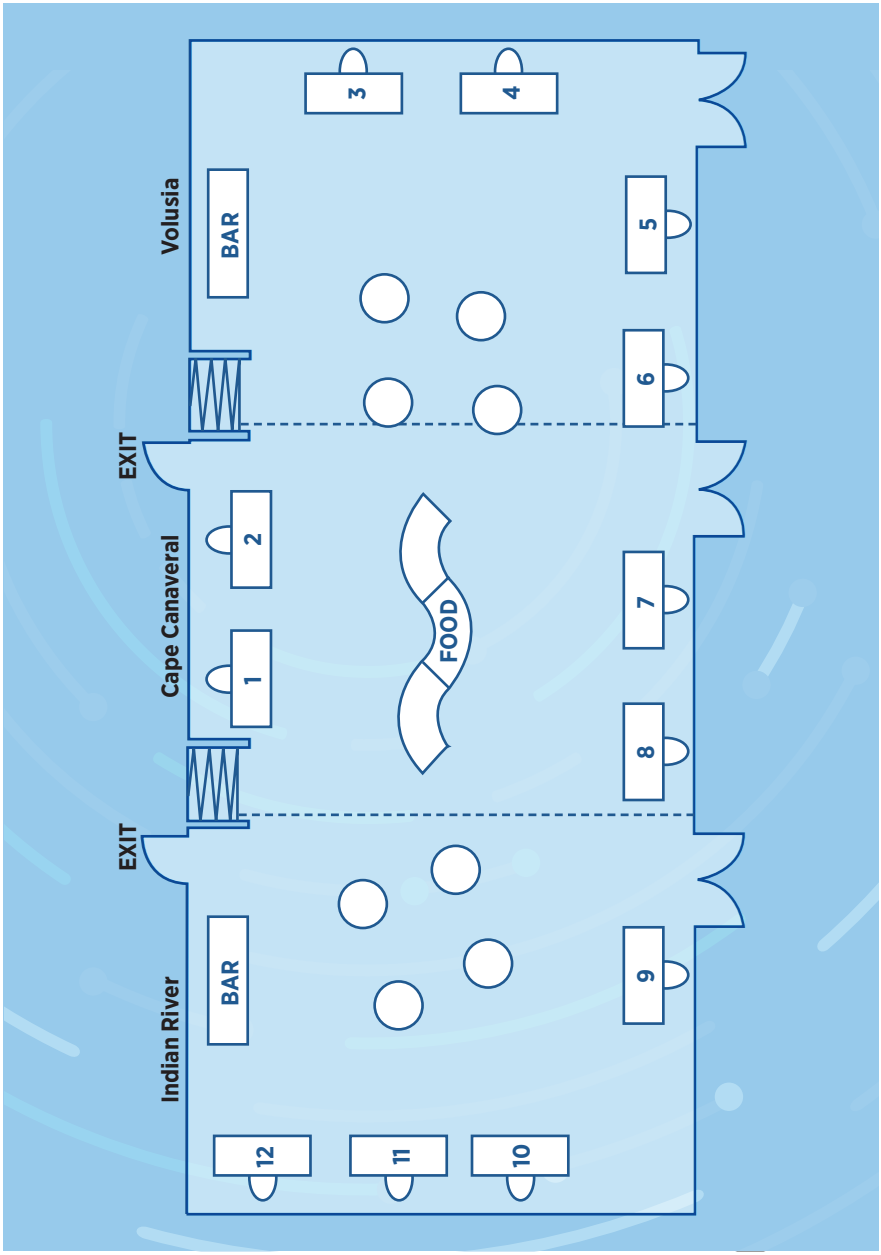
PageFreezer – Table #2
PageFreezer
500 - 311 Water Street
Seattle, WA 98104
(604) 757-6688
olga@pagefreezer.com • www.pagefreezer.com
PageFreezer is a leading provider of web & social media archiving solutions for government agencies.

Revize – Table #1
Ellie Hawkins
1890 Crooks Road
Suite 340
Troy, MI 48367
(248) 269-9263
ellie@revize.com • www.revize.com
Revize provides users friendly websites that enable easy communication to residents.

Strategic Digital Services – Table #4
Matt Farrar
487 East Tennessee Street
Suite 1
Tallahassee, FL 32303
(850) 832-0006
Matt@chooseSDS.com • www.ChooseSDS.com
Digital media strategy, production and advertising placement services.

ZenCity – Table #11
Rory Vinokor
Kibbutz Galuyot 23
Tel Aviv, Israel 6607822
(347) 960-4191
rory@zencity.io • www.zencity.io
A tool for listening to your residents and incorporating community feedback into decision-making.

EXHIBITOR FLOORPLAN



NOTES

NOTES



SAVE THE DATE:

2019 FMCA Annual Conference
Hilton Daytona Beach Oceanfront Resort
November 7-8, 2019

301 South Bronough Street • Suite 300, P.O Box 1757
Tallahassee, FL 32302-1757
(850) 222-9684 • Email: info@fmcaonline.com

FMCAonline.com