



Florida Municipal Communicators Association

2021 ANNUAL CONFERENCE

Registration Information

November 18-19, 2021

Luminary Hotel & Co.

Fort Myers, FL

#FMCA2021

WHY YOU SHOULD ATTEND . . .

An event tailored to communications professionals

Idea Lab (*New for 2021!*)

Valuable Pre-conference workshop

Opportunities to share your city's stories

Affordable professional development

HOW MUCH IT WILL COST . . .

*Registration is \$225.00 for members; \$275.00 for nonmembers. It includes access to all sessions, the Idea Lab, refreshment breaks, Thursday's Idea Lab Networking Reception, *light* continental breakfast, and Friday's Awards Luncheon (\$50.00 registration fee increase after November 2, 2021).

*Registration deadline is November 2, 2021.

*Hotel rooms are \$159.00+ per night.

More details inside.

Be Part of the ...

... FMCA Annual Conference!

The Florida Municipal Communicators Association (FMCA) Annual Conference will be held **November 18-19, 2021**, at the *newly constructed* (opened in September 2020) **Luminary Hotel & Co.** in **Fort Myers, FL**. This fast-paced conference is designed for local government communications and public information professionals to learn, share and connect with one another. It features a variety of session formats to maximize learning, including an Idea Lab featuring exhibitors who cater specifically to the communications profession.

Registration Information ...

REGISTRATION FEES

\$225.00 for FMCA members and **\$275.00** for non-members (\$50.00 increase after November 2, 2021)
\$100.00 for Pre-Conference Workshop (November 18, 2021) (Not included in registration fee)

The registration fee covers admission to all conference sessions (except Pre-Conference Workshop), *light* continental breakfast, refreshment breaks, the Thursday Idea Lab Networking Reception and Friday's Awards Luncheon. Pre-Conference Workshop is an additional fee. *No official activities are scheduled for guests or spouses.*

All participants are encouraged to register and make payment online. Visit the FMCA website to secure your spot today: fmcaonline.com/annual-conference. We accept Visa, Mastercard and American Express.

Check payments: Please download and complete the *registration form*, include it with your check, and mail it to Florida Municipal Communicators Association, P.O. Box 1757, Tallahassee, FL 32302 by Monday, November 2, 2021.

General Information ...

CONFERENCE HOUSING INFORMATION

The FMCA Annual Conference will be held at the **Luminary Hotel & Co.** in Fort Myers, FL. Rooms are available for meeting participants at the special rate of **\$159.00** per night, single or double. There are no resort fees. Reservation information will be sent with your paid registration confirmation.

AWARDS LUNCHEON

Municipal communicators play a valuable public service role in engaging residents. To do this well, you need to be creative, inspiring and results-focused. We seek to recognize those outstanding efforts through our awards program – designed and judged by your municipal communicator peers. The Awards Luncheon will be held on Friday, November 19, at noon. Come and celebrate your colleagues on their accomplishments over the year.

IDEA LAB ACTIVITIES

The Idea Lab is comprised of exhibitors showcasing innovative products, solutions and services designed specifically for communications professionals in the local government sector. This Idea Lab Session will take place on Thursday, November 18, at 2:45 p.m. Limited to three Idea Lab vendors, each vendor will give a 10-minute presentation on their products with time for Q and A. Don't miss this engaging forum. Of course, the Idea Lab Networking Reception and *light* continental breakfast in the Idea Lab will also allow time to visit and take home new ideas!

IDEA LAB NETWORKING RECEPTION

Don't miss the Idea Lab Networking Reception in the Idea Lab on Thursday, November 18, at 5:00 p.m. Make sure your dinner plans start late enough to enjoy this opportunity for networking, networking and networking!

CANCELLATION POLICY

Cancellations must be submitted in writing and received by 5:00 p.m. on November 2, 2021. **There is a \$50.00 administrative fee to cancel.** Please email cancellation requests to hhogarth@fmcities.com. There will be no refunds for "no shows" or cancellations after November 2, 2021.

QUESTIONS?

Contact Heidi Hogarth, Meeting Planner, hhogarth@fmcities.com or 850.701.3605.

FMCA Annual Conference Tentative Schedule

For session descriptions and speakers, visit us online at fmcaonline.com/annual-conference.

THURSDAY, NOVEMBER 18, 2021

8:30 a.m. - 5:30 p.m.
Registration Desk Open

9:30 a.m. - 12:45 p.m.
**Pre-Conference Workshop:
Diversity, Equity and Inclusion**
(There is a \$100.00 additional
cost for this program;
refer to [fmcaonline.com/
annual-conference](http://fmcaonline.com/annual-conference) for more
information.)

1:00 p.m. - 2:30 p.m.
**Opening Session/Business
Meeting/Keynote Address**

2:45 p.m. - 3:30 p.m.
Idea Lab Session

3:45 p.m. - 5:00 p.m.
Panel Workshop

5:00 p.m. - 6:30 p.m.
**Idea Lab Networking
Reception**

FRIDAY, NOVEMBER 19, 2021

6:30 a.m. - 7:15 a.m.
Sunrise Yoga

8:00 a.m. - 1:30 p.m.
Registration Desk Open

8:00 a.m. - 8:30 a.m.
**Light Continental
Breakfast in Idea Lab**

8:30 a.m. - 9:30 a.m.
Rapid Fire Panel

9:30 a.m. - 10:00 a.m.
Hands-on Media Training

10:30 a.m. - 12:00 p.m.
Interactive Workshop

12:00 p.m. - 1:45 p.m.
Awards Luncheon

2:00 p.m. - 3:30 p.m.
**Closing Session/
Keynote Address**

3:30 p.m.
Conference adjourns



#FMCA2021

Keynote Speakers ...



OPENING KEYNOTE

Andrea Owen

Motivational Speaker, Author & Mentor

Speaker. Life coach. Author. Andrea Owen is creating a global impact in women's empowerment with her books being translated into 18 languages and available in 22 countries. She helps people maximize unshakeable confidence and master resilience. You can learn more at andreaowen.com.



CLOSING KEYNOTE

Brenda Viola

Communications and Media Coach

Former award-winning PIO for a Philadelphia suburb. Author of Municipal Education (ME) courses and ME Seminars. Brenda Viola's powerful messages were developed in the trenches, working with local government professionals. Viola is a former news anchor and reporter who writes an inspirational blog and has a 10,000-plus Facebook community ([@BrendaViola722](https://www.facebook.com/BrendaViola722)).



#FMCA2021



FMCA Annual Conference • Registration Form

November 18-19, 2021 • Luminary Hotel & Co., Fort Myers, FL

Florida Municipal Communicators Association

P.O. Box 1757 Tallahassee, FL 32302-1757

Return the completed form with check payment to Florida Municipal Communicators Association, P.O. Box 1757, Tallahassee, FL 32302; or visit fmcaonline.com to access online registration. Deadline to pre-register for the conference is **November 2, 2021**. Rate increase of \$50.00 after November 2, 2021.

Note: Credit card payments may be made only online and cannot be accepted via email.

Please Type or Print Clearly

First Name: _____ Last Name: _____

First Name for Badge: _____ Title: _____

Municipality/Organization/University: _____

Address: _____

City/State/Zip Code: _____

Phone: _____

Email (for confirmation): _____

Special Needs: If you require special services or have dietary needs, please attach a written description to your registration form.

Registration Fees:

	Fee	Total
FMCA Member (\$50.00 rate increase after November 2)	\$225.00	_____
FMCA Non-Member (\$50.00 rate increase after November 2)	\$275.00	_____
Pre-Conference Workshop	\$100.00	_____
Extra Luncheon Ticket	\$50.00	_____
Enter Total Amount Here:		\$ _____

Note: Registration fees will increase to \$275.00 for members and \$325.00 for non-members for all registrations received after November 2, 2021, and on-site.

Cancellation Policy: Cancellations must be submitted in writing and received by 5:00 p.m. on November 2, 2021. **There is a \$50.00 administrative fee to cancel.** There will be no refunds for “no shows” or cancellations after November 2, 2021. Please email cancellation requests to hhogarth@flicities.com.

