

APGA COMMUNICATIONS WORKSHOP

May 7 & 8, 2024 • Naples Grande Beach Resort • Naples, FL

TUESDAY, MAY 7

- 12:00 PM **CONFERENCE REGISTRATION**
- 1:00 PM **OPENING REMARKS & WELCOME**
- 1:15 PM **Implementing Crisis Communications**
Learn about past crisis communications instances, development of crisis plans and mutual aid opportunities.
- 2:00 PM **Environmental Communications and Sustainability**
A look at resources systems can use to communicate sustainability efforts and how to better communicate environmental messaging.
- 3:00 PM **NETWORKING BREAK**
- 3:15 PM **Public Gas Systems' Campaigns**
Winners of the APGA Communications & Marketing Award present the winning programs.
- 3:45 PM **Interactive Learning – Building a Strategic Communications Plan**
Experts share insights into tactics and trends for engaging with both traditional and social media in this day and age and implementing communications tools to assist in messaging.
- 4:45 PM **CLOSING REMARKS & ADJOURNMENT**
- 5:30 PM **NETWORKING RECEPTION**

WEDNESDAY, MAY 8

- 7:00 AM **CONTINENTAL BREAKFAST**
- 8:00 AM **OPENING REMARKS & WELCOME**
- 8:15 AM **Policy and Advocacy Communications**
A panel of those that work in advocacy will offer updates on relevant policies, best practices for communicating with policymakers, and how attendees can support efforts.
- 9:00 AM **Getting Involved in your Community**
A look at ways gas systems can get involved in their local communities whether through working with schools, implementing community service projects, hosting events, etc.
- 9:45 AM **NETWORKING BREAK**
- 10:00 AM **Communicating with your Internal Audiences**
Open discussion led by committee leadership on how to communicate with your employees and encourage them to be natural gas champions. We will also discuss topics like artificial intelligence (AI), renewable natural gas (RNG), and more.

- 10:45 AM **Public Awareness and Safety Messaging**
Gas systems share the work they have done to communicate safety messages to the public as we encourage dialogue on overall public awareness efforts.
- 11:30 AM **CLOSING REMARKS & ADJOURNMENT**

CONFERENCE LOCATION:
Naples Grande Beach Resort
475 Seagate Dr. | Naples, FL 34103

CONFERENCE INFORMATION:
www.apga.org/springevent

APGA is pleased to host you for the 2024 Communication Workshop. We have created an online community exclusively for attendees, which can be found at www.apga.org/springevent/community. We will add the presentations to the community library tab at the conclusion of the conference. You are also encouraged to use this forum as an additional way to network with other attendees.