

Your Farm's Story: Building an Effective Community Outreach Plan

Effective community relations is more than an afterthought. Your activities must be planned, executed well and evaluated.

Want to build your farm's positive reputation in the community? That only happens with intentional action. Learn the tactics that are part of effective community outreach, and how to assemble them into a doable plan that protects and enhances your farm's reputation. In this one-day session, you will learn:

- What does my farm do really well, and how can we make that known in the community?
- What are the "key messages" for my farm?
- Which tools or activities are best for engaging the public?
- Who are my partners in telling my farm's story?
- Which engagement activities have worked for other farms?
- How do I measure success?

You'll leave this session armed with a proactive outreach plan for your dairy. The audiences, messages, activities, timing and expenses necessary to tell your farm's story will all be in your notebook.

TRAINING DETAILS FOR YOU:

DATE: Tuesday, June 16, 2015
TIME: 8:30am to 5:00pm
Location: PDPW Headquarters
820 N. Main St., Juneau, WI

REGISTER TODAY! Many members have requested this training topic. Don't delay – space is limited.

COST: \$129 per person for PDPW members*
\$179 per person for non-members*

**Your registration fee covers training, classroom materials, lunch and refreshments.*

For more information and to register visit us online at www.pdpw.org or call 800-947-7379.

This module is Part 4 in PDPW's Dairy's Visible Voice® training. Dairy's Visible Voice is designed to enhance leadership skills in the dairy industry through improved communication. For additional information on Dairy's Visible Voice, contact PDPW at mail@pdpw.org.

Dairy's Visible Voice®

Leadership development through
effective communication



Like us on Facebook • Follow us on Twitter • Visit us at pdpw.org

Professional Dairy Producers® is a trademark of the Professional Dairy Producers of Wisconsin.

