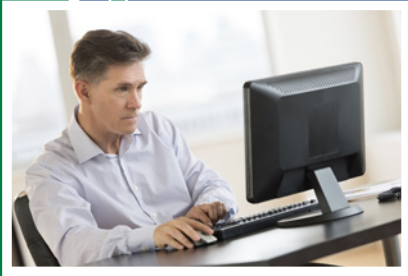


Dairy's Visible Voice®



Building a Proactive Communications Plan for your Farm



The popular Dairy's Visible Voice® - Leadership Development through effective communication is designed to enhance one's leadership skills in the dairy industry through improved communication. The track "Building a Proactive Communications Plan for your Farm" is our focus for this session and an important aspect of protecting your dairy.

You will define your farm's communication goals, objective and identify key messages to build your public relations efforts. By drafting a proactive communications plan for crisis and ongoing community relations, you will have the tools and resources needed to put your plan in motion.

- A start to your personal farm communications plan
- A way to build relationships in the community



You'll leave this session armed with a proactive communication plan for your dairy. The audiences, messages, activities, timing and expenses necessary to evaluate your activities will all be in one place and ready to execute.



TRAINING DETAILS:

Date: December 17, 2015

Time: 8:30AM-5PM

Location: Fox Valley Technical College, D.J. Bordini Center, 5 N Systems Dr., Appleton, Wis.

Due to limited space, pre-registration is required. Those interested can sign up online at www.pdpw.org.

To learn more about PDPW, please contact PDPW at mail@pdpw.org or by phone at 800-947-7379



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