



Florida Municipal Communicators Association

2019 ANNUAL CONFERENCE

November 7-8, 2019

Hilton Daytona Beach
Oceanfront Resort

#FMCA2019

WHY YOU SHOULD ATTEND . . .

Tailored to communications professionals

Fast-paced with a variety of session formats

Exhibit Hall featuring vendors

Opportunities to share your city's stories

Take advantage of the valuable Pre-Conference Workshop

Affordable professional development

HOW MUCH IT WILL COST . . .

Registration is **\$225 for members**; **\$275 for non-members**. It includes access to all sessions, the exhibit hall, refreshment breaks, Thursday's Networking Reception, *light* continental breakfast and Friday's Networking Luncheon.

Registration deadline is October 31.

Hotel rooms are \$139 per night.
More details inside.

Be Part of the ... FMCA Annual Conference!



The Florida Municipal Communicators Association Annual Conference will be held **November 7-8, 2019**, at the **Hilton Daytona Beach Oceanfront Resort** in **Daytona Beach**. 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 exhibit hall featuring vendors that cater specifically to the communications profession.

Schedule At A Glance* ...

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

THURSDAY, NOVEMBER 7, 2019

8:00 a.m. - 5:30 p.m.
Registration Desk Open

10:00 a.m. - 1:00 p.m.
Pre-Conference Workshop: Essential Elements of Marketing & Communications Planning
(There is a \$100.00 additional cost for this program; refer to fmcaonline.com/annual-conference for more information.)

2:00 p.m. - 3:30 p.m.
Opening Session – Keynote: Facebook for Florida’s Local Governments: What’s New, What’s Next

3:30 p.m. - 3:45 p.m.
Refreshment Break

3:30 p.m. - 6:30 p.m.
Exhibit Hall Open

3:45 p.m. - 5:00 p.m.
Panel Workshop: ADA Compliance: Creating Engaging and Transparent Digital Content that Your Legal and Marketing Teams Love

5:00 p.m. - 6:30 p.m.
Networking Reception

FRIDAY, NOVEMBER 8, 2019

7:30 a.m. - 1:30 p.m.
Registration Desk Open

8:00 a.m. - 1:30 p.m.
Exhibit Hall Open

8:00 a.m. - 8:30 a.m.
Light Continental Breakfast

8:30 a.m. - 9:30 a.m.
Pop Up Panel: There’s an App for that: Tools Communicators Use

9:30 a.m. - 10:00 a.m.
Ted Talk: Census 2020: What’s Your Role?

10:00 a.m. - 10:30 a.m.
Refreshment Break

10:30 a.m. - 12:00 p.m.
Interactive Workshop: What Would You Do: Crisis Communications and Self-Care

12:00 p.m. - 1:30 p.m.
Networking Luncheon

1:30 p.m. - 3:00 p.m.
Closing Session – Keynote: Strategic Storytelling: Becoming the Ultimate Influencer

NOTE: You must be registered for the full conference to attend the scheduled events. See the registration form for details.

**Program Subject to Change*



Keynote Speakers ...

OPENING KEYNOTE

Rachel Holland

Rachel Holland is on Facebook's Politics and Government Outreach Team. She works with state and local elected officials and candidates in the Midwest and South to better connect with their constituents on the platform.

Prior to joining Facebook, Holland was a communications director on Capitol Hill for several years, and previously worked for a \$1 billion municipal project in her hometown of San Antonio, Texas. She resides in Washington, D.C., and is your direct point of contact for all things Facebook and Instagram.



CLOSING KEYNOTE

Brett Culp

Brett Culp is an award-winning documentary filmmaker and founder of The Rising Heroes Project. He is known for the films *Legends of the Knight* and *Look to the Sky*, which explore the power of heroic stories and individuals to inspire us to believe in a better tomorrow.

Through his documentaries, Culp has pioneered the art of creating "mini-movements" that inspire the super-human spirit in us all. His insights on connecting individuals to an organization's mission and goals resonate, help us realize our greatest personal and business potential, and renew our collective sense of hope for the future and belief that our efforts can make an impact.



Exhibit Hall Activities ...

EXHIBITORS AND SPONSORS

Our vendors help support the FMCA conference. Stop by the Exhibit Area to learn about their innovative products and solutions. It opens Thursday afternoon with a refreshment break and the Networking Reception. Refreshment breaks and food events will be held there on Friday. These companies cater to communications professionals in the local government sector. Be sure to visit them and take home new ideas!

NETWORKING RECEPTION

On Thursday, November 7 at 5:00 p.m., a Networking Reception will be held in the Exhibit Area. This is a time to introduce you to the conference exhibitors and sponsors, as well as connect you with your peers in a meaningful way. Make sure your dinner plans start late enough to enjoy this opportunity for networking and fun!

General Information ...



REGISTRATION FEES

The registration fee for this conference is **\$225** for FMCA members and **\$275** for non-members. This fee covers admission to all conference sessions, *light* continental breakfast, refreshment breaks, the Thursday Networking Reception and Friday's Networking Luncheon. *No official activities are scheduled for guests or spouses.*

On-site registration fee will increase to \$275 for members and \$325 for non-members.

All participants are encouraged to register online. Visit the [FMCA website](http://fmcaonline.com/annual-conference), fmcaonline.com/annual-conference, to secure your spot today.

We accept Visa, MasterCard and American Express. You will receive your conference confirmation immediately via email. Conference confirmations include your registration information, total fees and registration number for your reference. Please check your confirmation carefully to verify that all information is correct, and contact the FMCA immediately of any errors. **Please note that payments via credit card may only be made online.**

If you need to pay by check, please fill out the enclosed registration form, attach a check for the member or non-member amount, and mail it to Florida Municipal Communicators Association, P.O. Box 1757, Tallahassee, FL 32302 by **Thursday, October 31, 2019**. Your name badge and other information can be picked up at the conference registration desk.

CANCELLATION POLICY

If you preregister for the conference but are unable to attend, a cancellation request must be submitted in writing and received by **5:00 p.m. on October 31, 2019**. Please email cancellation requests to hhogarth@fmcities.com. All refunds will be processed after the conference minus a **\$50** administrative fee. There will be no refunds for "no shows" or cancellations after October 31, 2019.

Questions? Contact Heidi Hogarth at hhogarth@fmcities.com or (850) 222-9684.

HOTEL INFORMATION

The FMCA Annual Conference will be held at the **Hilton Daytona Beach Oceanfront Resort** in Daytona Beach. Rooms are available for meeting participants at the special rate of **\$139.00** per night, single or double. There are no resort fees. Self-parking for overnight guests is **\$10.00** per night. Self-parking and parking for daily drive-in guests is **\$10.00**. **No telephone reservations will be accepted by the hotel at this time.** You will be sent information on how to make reservations with your paid registration confirmation.

Note: In order to protect our room block for conference registrants, it is our policy that no one will receive housing instructions until we have received your paid registration. We are unable to guarantee reservations for anyone, nor the exact date on which the hotel will sell out, **so please register early!**



FMCA Annual Conference • Registration Form

Hilton Daytona Beach Oceanfront Resort • November 7-8, 2019

Florida Municipal Communicators Association

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

(850) 222-9684 • Fax (850) 222-3806 • hhogarth@flcities.com

Return the completed form with check payment to Florida Municipal Communicators Association, P.O. Box 1757, Tallahassee, FL 32302-1757; or visit fmcaonline.com to access online registration. Deadline to preregister for the conference is **October 31, 2019**. On-site registration is subject to a \$50 fee increase.

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

Please Type or Print Clearly

First Name: _____ Last Name: _____

First Name for Badge: _____ Title: _____

Member Status: Member Non-Member

Municipality/Organization/University: _____

Address: _____

City/State/Zip Code: _____

Phone: _____

Email Address: _____
(for confirmation)

Registration Fees:	Fee	Total
<small>(Postmarked on or before October 31, 2019)</small>		
FMCA Member	\$225	_____
FMCA Non-Member	\$275	_____
Pre-Conference Workshop	\$100	_____
Enter Total Amount Here:		_____

Note: Registration fees will increase to \$275 for members and \$325 for non-members for all registrations received after October 31, 2019, and on-site.

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

Member and Non-member Registration: Include access to all workshops and meal functions.

Cancellation Policy: Cancellations must be submitted in writing and received by **5:00 p.m. on October 31, 2019**. Please email or fax cancellation requests to hhogarth@flcities.com or (850) 222-3806. Refunds will be issued after the conference minus a **\$50** administrative fee. **There will be no refunds for “no shows” or cancellations after October 31, 2019.**