

TAAD presents

PR and Customer Service

Thursday, November 18, 2010

North Austin/Round Rock Marriott

*This one-day workshop is designed to help participants become more effective in the development and application of good public relations policy and customer service. Appraisal districts will find this information an important part of their **MAP** review!*

Preview of topics to be covered:

- Develop skills to be more effective in public relations and customer service
- The importance of constant public relations
- Develop and implement a public relations plan and policy
- Improve communication by targeting and reaching a desired audience
- Tips on writing press releases and holding news conferences
- Tips on making effective presentations and no-fear public speaking
- Establish good customer service and effective deal with difficult people
- Cover topics you'll need for your MAP review!
- Questions and Answers

Location: North Austin/Round Rock Marriott Hotel,
2600 La Frontera Blvd., Round Rock

Registration deadline: November 4

Class Hours: Registration 7:45-8;
Class 8-12, 1:30-5

CEs: 6 hours

Lodging: N. Austin/Round Rock Marriott Hotel
\$109/single or double; call hotel prior to October 29,
ask for TAAD block (512)733-6767 or (800)865-0546

Instructor: Rick Stuart, CAE

PR and Customer Service

Name _____ TDLR number _____

Jurisdiction _____

Mailing address _____

Email address _____ Phone number _____

Registration enclosed:

- TAAD member district \$100
- TAAD associate/affiliate member \$150
- Nonmember \$175

Registration fees must reflect current membership status.

Requests for refunds must be in writing and submitted by **November 10**. A \$75 cancellation fee will be deducted.

Mail to: TAAD, 7700 Chevy Chase Drive; Bldg. One, Suite 425; Austin, TX 78752-1558

Office Use ONLY

Date: _____ Ck #: _____ Paid: _____ PC: _____ DB: _____