



Ontario Catholic School
Trustees' Association

2019 Catholic School Board Communicators' Seminar

Friday, November 29, 2019
Dufferin-Peel CDSB, 40 Matheson Boulevard West, Mississauga, ON
Room #301

PROGRAM

9:00 am

Opening Prayer & Greetings

Sharon Hobin

Chair, Dufferin-Peel CDSB

9:05 am

Welcome & Opening Remarks

Sharon McMillan

OCSTA Director of Communications

Beverley Eckensweiler

OCSTA President

9:15 am

**Public Relations, Communications, Crisis Management
The Role of a CDSB Communications Manager**

John Yan

*Executive Director, The Angel Foundation for Learning &
Former Chief of Communications, Toronto CDSB*

10:30 am
BREAK

10:45 am

Communicators' Roundtable

All participants are asked to come prepared to share communications and marketing successes (bring examples) and discuss current issues and challenges

12:00 pm
LUNCH

1:00 pm

**Best Practices & Strategies in Video Marketing
for School Boards**

Vanessa Holding

Partner, Arc + Crown Media

Vanessa will explore the ways that video is an excellent medium to convey your core messaging, grab your audiences' attention, and distill complex topics for stakeholders. Video content is ideal for branding, target audience engagement, and to help raise awareness about the priorities and attributes of your school board. This session is designed to leave CDSB communication managers with innovative ideas, marketing strategies, and best practices for using video to meet your most current communication and marketing goals.

2:30 pm
ADJOURNMENT