



# Communication Plan

## 2014 Community Connections Conference

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The 2014 Community Connections Conference “*Common Ground: A City that Works for All*” will be held on Saturday, March 22<sup>nd</sup> from 8:00a.m. to 4:30p.m. at the Minneapolis Convention Center.

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### Communication Goals:

- Inform Neighborhood and Community Organizations about the 2014 Community Connections Conference.
  - Build relationships between the City, under-represented communities and neighborhood organizations.
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### Key Messages:

- The 2014 Conference theme is Common Ground: A City that Works for All.
  - The key purpose of the conference is to build relationships between the City, under-represented communities and neighborhood organizations.
  - Attending the conference will give participants tools, skills and concrete take-aways to bring back to their organization.
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### Communication Tools:

- Web (featured promotions & news headlines)
  - Social media (Facebook, Twitter)
  - City cable channels (Minneapolis 14 & 79)
  - Emails
  - Elected official communications (Newsbites)
  - Local neighborhood and community newsletters
  - Direct outreach and contact with individual organizations and groups
  - In-print mail
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### Timeline and Tactics:

| Date          | Tactic                                                              | Detail                                 |
|---------------|---------------------------------------------------------------------|----------------------------------------|
| Dec. 9, 2013  | Email , newsletters, newsbites, mailing , social media, NCR website | Save the Date for the 2014 Conference! |
| Dec. 19, 2013 | Email, mailing, direct outreach, NCR website                        | Call for workshop proposals            |
| Jan. 6, 2014  | Email, direct outreach, NCR website                                 | Reminder Call for workshop proposals   |

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|---------------|----------------------------------------|---------------------|
| Feb. 10, 2014 | Email, direct outreach,<br>NCR website | Registration Opens  |
| Mar. 19, 2014 | Email, direct outreach,<br>NCR website | Registration Closes |
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**Conference Logo:**

