

Bi-Partisan Messaging

Presented by Kyle Pfister

Part of the Iowa Cancer Consortium's Capacity Building Series



January 27, 2012

American Cancer Society - Tree of Life Room
8354 Hickman Road
Des Moines, Iowa 50325

- 11:00 - 12:00 Part 1: Bi-partisan Messaging Content
12:00 - 12:30 Transition/Break for Lunch
12:30 - 1:30 Part 2: Bi-partisan Messaging 'Hands-on' Training
**You may register for one or both parts of the Bi-Partisan Messaging Training.*

Training Objectives:

- Review highlights of recent messaging research
- Learn key frames that resonate with all audiences
- Learn 3 ways to use framing as part of your daily work
- Practice messaging makeovers

Why should I attend?

This session will give you tips on how to frame messages that everyone can hear.

Who should attend?

This training is FREE to Iowa Cancer Consortium members.

To Register:

Space is limited. Please register by January 25th, 2012 at <http://canceriowa.org/Trainings-Grants/Training-Opportunities/ICC-Training-Registration.aspx>.

