



**You are invited to a  
Communications  
Workshop  
October 28,29  
With CFWC Chairs  
Sonja Hults  
Chris Herzog**



**When: October 28th and 29th**, Instruction session **10 to 12 noon**, Hands-on session **1pm to 3pm** (you will need to bring your own laptops or iPads).

**Where: Colton Woman’s Club, 495 N. 7th St., Colton CA 92324**

**What: 1) Friday, October 28th, Chris Herzog will present information on “Public Relations and Branding”** Attendees please bring your club yearbook with bylaws, and bring your new CFWC Year book/Procedure Book—(if you have a hard copy.)

- **Take it to the Streets—Guerilla Marketing**
- **Lights, Camera, Action—When you are appearing in public**
- **Be a “Brand Above” your competitors—Why do we need a slogan?**

**2) Saturday, October 29th, Sonja Hults will present information on “Social Media”** Sonja will be teaching our district **how to get a club or district noticed on social media** public pages to draw in members. The first hour we will be **creating posts together in Canva** and then going over what you need in a post to attract attention. The second hour of the workshop we will move into **how to create a social media campaign for an event**. This will include the pre event, the day of the event , and post event. This will include the power of a hashtag and using Canva to create colorful ads to get attention to your event.

**3) Lunch:** If you are staying after 12 to get hands-on help with your laptop, you can either, bring your own sack lunch, or pre-order your lunch for a cost of \$15 for a sandwich, chips, cookie, and a drink. Please fill out the form below and call/mail/email to Kathy Holm, 909-644-1902 1170 W. James St., Rialto, CA 92376 or kathleeniholm@gmail.com by **OCT. 20th**

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Name \_\_\_\_\_ Phone \_\_\_\_\_

Check which sessions you will attend:

\_\_\_\_\_ Friday, October 28th, “Branding and Public Relations” with Chris Herzog, 10–12pm

\_\_\_\_\_ Friday, October 28th, 1 to 3pm Hands-On Session with your own laptop

\_\_\_\_\_ Saturday, October 29th, “Social Media” with Sonja Hults, 10 to 12pm

\_\_\_\_\_ Saturday, October 29th, 1 to 3pm Hands-On Session with own laptop

\_\_\_\_\_ I would like to order a \$15 lunch      Circle:    Turkey      Veggie

You **MUST** fill out specific information for hands-on help. I would like specific help with:

