



# REGISTER NOW!

## Telling Your Story of Service & Demonstrating Your Impact

Friday, September 23, 2011 • 10-2  
SERESC Conference Center - Bedford, NH

Join us for an interactive workshop designed to help you convey your message and demonstrate the impact of your service.

Topics will include:

- ◆ Measuring impact
- ◆ Developing an outreach plan
- ◆ Strategies for working with your PR office
- ◆ Media talking points

As part of the workshop, a panel of campus experts will share their perspective on how to engage the media in your work.

**Our facilitators for the day will be Bonnie Grassie-Hughes and Karen Partridge, Principals at Pen + Pixels.** Bonnie and Karen each have more than 20 years of experience in marketing communications, including developing and implementing communications plans and promotional campaigns; managing website architecture and content; and writing, editing, and designing for print and the web. They have worked extensively in the for-profit, nonprofit, and higher education sectors.

*To register please email the attached form to Christina Cassella at [cassella@compactnh.org](mailto:cassella@compactnh.org)*





# WORKSHOP REGISTRATION

## Telling Your Story & Demonstrating Your Impact

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**SERESC Conference Center - Bedford, NH**

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Bonnie Grassie-Hughes and Karen Partridge, Principals at Pen + Pixels will be the facilitators for the day, a panel of campus experts will share their perspective on engaging the media in your work and you will have an opportunity to develop an outreach plan.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Institution / Organization: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

***To register please email or fax the attached form to Christina Cassella at [cassella@compactnh.org](mailto:cassella@compactnh.org) or 603-223-2018.***



Campus Compact for New Hampshire