



LGMA is pleased to provide a webinar on

How to Make the Most of Your Media Budget in Financially Challenging Times

**Wednesday, April 7, 2021
10:00 – 11:30 am**

Often when we consider where to spend communications budgets, we think tactics. And the most popular communications channel that everyone tends to gravitate to? Social media. But before you spend your whole budget on Facebook post boosts, consider where your key publics are, and take a good look at the communications channels you already use. A strategy that uses paid, earned, and owned media is your most effective and cost-effective investment.

Integrated marketing communications (IMC) planning offers communications professionals the ability to communicate using a variety of channels specific to their unique community situation. This engaging session will encourage participants to use audience, environmental, and situational assessments to design where to devote their dollars in strategic communications planning and delivery.

In this 90-minute webinar presented by Alyson Gourley-Cramer, attendees will:

- learn what IMC is and how it can benefit strategic communications work;
- design strategic communications outputs based on audience, environmental and situational analysis;
- think creatively about communications channels specific to their own community and audience needs; and
- budget based on a variety of communications tactics, many of which they already use.

Date and Time: **Wednesday, April 7, 2021, 10 – 11:30 am**

Format: Live, interactive, 90-minute webinar that provides real-time feedback and the opportunity for Q&A. Participants will be provided log-in information one day prior.

Cost: \$100 LGMA member + GST; \$135 non-member + GST
[Register online](#) by 4:30 p.m. **Wednesday, March 31, 2021**

Bulk pricing is offered to those organizations who register more than one participant. Contact office@lgma.ca for more information.

Cancellation Policy: No refunds will be provided after March 31, although substitutions within your organization are permitted.

Presenter: Alyson Gourley-Cramer, Monogram Communications & Consulting



Alyson Gourley-Cramer has extensive experience as a certified teacher, trainer, speaker and presenter. She has engaged audiences on the topics of crisis communications, issues management, institutional rebrands, website redesigns, and community engagement project design.

A former Executive Director, Alyson has 15 years of professional experience managing large teams. She has worked within non-profit organizations, union environments, corporations and with governing boards, and has worked extensively with government from the municipal to the federal level. This experience is invaluable in designing compelling training resources drawing on real-workplace examples that participants find meaningful and relatable.

Alyson's direct approach to knowledge-sharing has engaged audiences within her own professional community through the Canadian Public Relations Society, and externally through a series of webinars she designed for the Canada Games Council. Her approachable style, sense of humour, and ability to pivot have won her accolades and industry awards for her work.