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**Date:** September 5, 2017  
**To:** Pastors, Deacons and Parish Staff  
**From:** Paula Gwynn Grant, Director, Office of Communications  
**Re:** 2017 Diocesan Publications Communication Workshop

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Diocesan Publications will host a Communications Workshop on Wednesday, September 27, 2017 from 8:30 a.m.-3:30 p.m. at the Chancery of the Archdiocese of Atlanta, 2401 Lake Park Drive SE, Smyrna, GA 30080.

This hands-on workshop will provide practical ways to improve communication and inspire your parishioners, as well as discuss the specific roles of your bulletin, website, messaging and social media.

This event is free, but registration is required. To register or for more information, please visit the Diocesan Publications [website](#). Also, please view the attached agenda for information on the sessions.

Thank you.

# Agenda

- 8:30 – 9:00 AM Gathering and Registration:
- 9:00 – 9:30 AM Submit your bulletin/website  
Test your Internet connection  
Download myParish App or change parish to “comday”
- 9:30 – 9:40 AM Opening Prayer/Welcome Message
- 9:40 – 10:20 AM The Heart of Communication: Balancing maintenance & mission in the role of communication and stewardship
- 10:20 – 10:30 AM Break
- 10:30 – 12:00 PM Understanding & Optimizing Your Channels: Bulletins, Newsletters, Websites, Email, Apps and Texts: Learn the purpose for each channel, common mistakes, traits of excellence, and practical tips to improve.
- 12:00 – 1:00 PM Lunch – Ask the Expert Q&A Panel
- 1:00 – 2:00 PM Roundtable Workshop: Join a group of peers based upon your area of interest and engage in a fast-paced guided round table discussion on specific plans to take back to your parish.
- 2:00 – 2:15 PM Break
- 2:15 – 2:45 PM Discussion Group 1: Increased Engagement with myParish App: Join App Expert Susie Boone to discuss proven tips to get more downloads and increase App opens while inspiring parishioners to embrace Catholic Life Every Day.
- Discussion Group 2: Effective Online Engagement: Join Tommy Shultz to discuss ways to engage the faithful more effectively using social media and websites.
- Discussion Group 3: Transforming the Parish Bulletin: Join expert Don Hall to review new ideas and techniques on effective use of your bulletin.
- 2:45 – 3:00 PM Closing Prayer and Wrap-up
- 3:00 – 3:30 PM Diocesan Publications Reception: Visit our Product tables while enjoying refreshments to learn how Diocesan can help your parish accomplish the mission; sign-up for a free parish communication assessment.