



Dairy's Visible Voice®

Leadership development through effective communication

Dairy's Visible Voice® - Leadership development through effective communication is back by popular demand. The curriculum is designed to enhance one's leadership skills in the dairy industry through improved communication. The track "Building a Proactive Communication Plan for Your Farm" and "Preparing for a Crisis Before it Happens" are the two topics at hand during this session.

You will define your farm's communication goals, objectives and identify key messages to build your public relations efforts. By drafting a proactive communications plan for crisis and ongoing community relations, you will have the tools and resources needed to put your plan in motion.

Leave this workshop with:

- A start to your personal farm communications plan
- A way to build relationships in the community
- Tools and resources to communicate in time of crisis

This workshop of active participation is short on lectures and packed with hands-on learning. Register today.

TRAINING DETAILS FOR YOU:

DATE: January 29, 2015
TIME: 8:30am to 5:00pm
Location: Accelerated Genetics,
E10890 Penny Ln, Baraboo, WI 53913

REGISTER TODAY!

COST: \$129 per person for PDPW members*
\$179 per person for non-members*

**Your registration fee covers expert training, classroom materials, lunch and refreshments.*

For more information and to register visit us online at www.pdpw.org or call 800-947-7379.



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