

2022 ANNUAL CONFERENCE

APRIL 27-29 | GREENVILLE, NC

Agenda



Wednesday, April 27

11:00 am - 2 pm – Registration

11:00 am – Newcomers Lunch with the Board for 1st Time Attendees

1:00 pm – NC3C President’s Welcome

1:15 – Increasing Engagement, Increasing Equity: How to Bring Diversity, Equity and Inclusion to Government Communications

2:45 – Putting it on Paper: How to Incorporate DEI into your Communications Plan

4:00 pm – Facebook and Instagram: Best Practices for Local Government

5:30 – Uptown Scavenger Hunt

7 pm – Restaurant Romp

Friday, April 29

7:30 – Breakfast (provided)

9:00 am – NC3C Business Meeting and Board Election

10:15 am – 45 Topics in 45 minutes

11 am - Closing Remarks by NC3C President

11:30 am – Conference concludes

Thursday, April 28

7:30 am – Breakfast (provided)

8:30 am – Welcome, Greenville Mayor P.J. Connelly

9:00 am – Keynote Message: Brad Huffines

10:00 am – It’s a Crisis, Now What?

11:00 am – Social Media and the First Amendment

Noon – Lunch (provided)

1:00 pm – Breakout Sessions

Session A: Write a social media policy

Session B: Applying stability, hope, trust & compassion to government communications

2:00 pm – Breakout Sessions

Session A: Wrangling the workload: A guide to getting organized

Session B: Crisis communications planning

3:00 pm – Photography and Videography Skills for Government Communicators

3:45 pm – Professional Headshots Taken

5:30 pm – Awards Reception and Red Carpet

6:15 pm – Awards Ceremony

7 pm – Restaurant Romp

REGISTER NOW! [NC3C.COM](https://www.nc3c.com)