Presents a Seminar on

Public Relations for the Transportation Professional

Mobile  Montgomery  Huntsville  Pelham
September 20, 2016  September 21, 2016  September 27, 2016  September 28, 2016

In every phase of project development, the transportation professional interacts with project stakeholders such as citizens impacted by the project, elected officials, or the traveling public. Current research indicates this trend will continue. This public relations refresher is designed for transportation professionals who would like to improve the quality of their communications skills.

This course will review the best practices in public relations. With a goal of improving the quality of communication skills, participants will discuss public relations demands in all phases of the transportation project development process. In this course, we will improve our skills by simulating government meetings, interactions with concerned citizens, and public information meetings.

The learning environment will be interactive and fast-paced. With transportation examples, keeping the learning relevant, will be a priority. Classroom response systems will be used to dynamically personalize the learning experience for course participants. Utilizing case studies, exercises, and small group discussion, participants will have the opportunity to refresh their public relations skills.

Please complete and return the enclosed registration form. A fee of $150.00 per person should be mailed with your registration. When the online registration option is selected Auburn University accepts Visa, MasterCard, American Express and Discover. Registrants are reminded that registration is not complete until payment is made. The registration fee includes handout materials, break refreshments, lunch and a certificate of participation. Thank you for your continued support of the Alabama Technology Transfer Center. Rod Turochy, Larry Sellers, and Garry Havron look forward to your attendance at this seminar.
**Seminar Schedule**

8:00 a.m.  Registration and Check-In (Coffee)

8:30 a.m.  Welcome and Overview/
Seminar Instruction

10:30 a.m.  Break

12:00 noon  Lunch

1:00 p.m.  Seminar Instruction continues

2:30 p.m.  Break

4:00 p.m.  Seminar Evaluations/Certificates and
Adjournment

**Seminar Topics**

*Public Relations:* What is it? How has it evolved?

*Public Relations and the Transportation Profession:* What are current applications in transportation?

*Planned Communications:* How can we maximize our efforts with a coordinated plan?

*Crisis Communications:* What about when things don’t go as planned?

*Skills Refresher and Practice:* What can we do to improve our effectiveness?

We will focus our practice on

- meetings with government and elected officials
- appearances at public information meetings
- interactions with the media
- dealing with individual shareholders (e.g., citizens, traveling public, and property owners)

**Locations**

**Mobile — September 20, 2016**
Hampton Inn & Suites Providence Park
525 Providence Park Drive
Mobile, AL  36695
251.776.5866

**Huntsville — September 27, 2016**
Holiday Inn - Research Park
5903 University Drive
Huntsville, AL 35816
800.845.7275

**Montgomery — September 21, 2016**
Hilton Garden Inn Montgomery - East Chase
7665 Eastchase Pkwy
Montgomery, AL 36117
334.244.0101

**Pelham — September 28, 2016**
Pelham Civic Center
500 Amphitheater Road
Birmingham, AL 35124
205.620.6448

*** (New Location) ***
Seminar Instructor

Kathy Gregory is a principal and consultant for the six fifty company in the areas of human resources, organizational development, leadership, technical editing, and public relations. With over 20 years of experience, Kathy works with a diverse group of transportation organizations including nonprofit groups, engineering service providers, government agencies, and manufacturing companies. She holds a master’s degree in Industrial and Organizational Psychology and integrates the principles of adult learning with her passion for communications to create a fun and interactive learning environment.

Continuing Education Units

Participants completing this seminar will receive 0.60 Continuing Education Units (CEUs). The CEU is a nationally accepted measure of continuing education credit and is awarded at the rate of one CEU for each ten contact hours of qualifying instruction. Auburn University makes every effort to ensure that it’s CEU granting programs conform to the requirements of the State of Alabama Board of Licensure for Professional Engineers and Land Surveyors for the award of Professional Development Hours to support the annual renewal of professional licensure.

Sponsorship

This seminar is one of the series of conferences and workshops being conducted as part of the Alabama Technology Transfer Center at Auburn University. This program is a part of the Local Technical Assistance Program (LTAP) supported by the Federal Highway Administration, the Alabama Department of Transportation and Auburn University.

This seminar is the 335th offered, with more than 40,000 attendees, since the program’s inception in 1983. In addition to conducting training seminars, the T² Center also publishes a newsletter, distributes publications and maintains a lending library of videotapes on technical subjects. The Alabama Technology Transfer Center is administered at Auburn University through the Engineering Continuing Education office and the Department of Civil Engineering. For further information and suggestions for future programs, contact Rod Turochy, Department of Civil Engineering, at (334) 844-6271 or rodturochy@auburn.edu

Accommodation of Participants with Disabilities

It is the policy of Auburn University to provide accessibility to its programs and reasonable accommodation for persons defined as having disabilities under the Americans with Disabilities Act of 1990. Please contact us at least two weeks prior to the event so that proper consideration can be given to any special needs.

Cancellation Policy

We understand that circumstances may arise that could require you to cancel your registration, and we make every effort to accommodate your needs. Due to commitments to our instructors and facilities, the registration fee is not refundable if a registrant withdraws less than five working days before the seminar. You may substitute registrants; please notify us in advance if possible. Non-paid, no show registrants will be invoiced for the full cost of the seminar. Engineering Continuing Education reserves the right to cancel or modify any program offering, but will provide registrants the option of a full refund. Auburn University will not be responsible for expenses incurred by a registrant as the result of a cancelled or rescheduled program.

Registration

Your pre-paid registration guarantees you a seat in the seminar as well as information on any changes to the seminar. Registration on the day of the seminar will be accepted on a space available basis, but enrollment will close when the capacity of the seminar is reached. Participants are reminded that registration is not complete until payment is received.
Registration Form

ONLINE REGISTRATION AT: WWW.ENGCE.AUBURN.EDU

Public Relations for the Transportation Professional


Please print or type; register one person per form; photocopy if more forms are needed.

Name __________________________________________ Last Four Digits of SS# ______________________

Employer ______________________________________ Position ____________________________

DOT Division/Bureau __________________________________ Address _______________________

City________________________________________ State__________ Zip+4______________________

Phone ______________________ Fax ___________________ E-mail __________________________

Fee: $150.00

Payment by: ☐ Check (Payable to Auburn University)
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ P.O. #________

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(On the back)

Cardholder’s Name ____________________________

Signature ______________________________________

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Return Registration Form and Payment to:

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