



NATIONAL CONFERENCE  
of STATE LEGISLATURES

*The Forum for America's Ideas*



# LSS & LINCS

Professional Development Seminar

Raleigh, North Carolina

Boot Camp: September 8

Conference: September 9-11, 2010



## Make plans to join your legislative colleagues this September

for an informative and exceptional learning experience. NCSL's Leadership Staff Section (LSS) and the Legislative Information and Communication Staff Section (LINCS) will come together in the Research Triangle Park of Raleigh, North Carolina to connect, contribute and collaborate on strategies for a successful legislative staff career.

### SEMINAR OVERVIEW

The LSS and LINCS Professional Development Seminar is an annual event for both groups, designed to help attendees share solutions, discuss innovative uses of communication, increase the effectiveness of legislative staff and forge important connections with peers from around the country. LSS provides a forum for state legislative employees who are leadership staff. LINCS brings together those who are responsible for public information, media relations and civic education services. This Professional Development Seminar is designed by legislative staff, for legislative staff, and it happens only once a year—don't miss it!

### SESSIONS AND FACULTY

The LSS and LINCS Seminar features a blend of classroom experiences, facilitated dialogue, experiential tours and all-important down-time, when staff have the opportunity to build personal and professional connections with their peers. The preliminary agenda includes the following session topics:

#### LSS Sessions

- Both sides now- legislators turned leadership staff
- Get to know your LSS colleagues
- The role of leadership staff – North Carolina edition
- Mike Collins: The Perfect Workday

#### LINCS Sessions

- Credentialing journalists - traditional vs. social
- The legal ramifications of using social media
- How to write a great speech

#### Joint Sessions

- The Millennial Generation – Keep your message short and your tattoos unique
- Public Policy Polling: Trends and observations for the 2010 elections
- Erskine Bowles: Successes and challenges when leading at the top
- U.S. Demographics--What your state will look like in 2011 and Beyond
- Election Preview

*Through these Professional Development Seminars you create a unique network for research assistance, consultation and professional support.*



## PRELIMINARY AGENDA

### **Wednesday, September 8**

- |                     |                                     |
|---------------------|-------------------------------------|
| 8 a.m.-5 p.m.       | Registration                        |
| 8:30 a.m.-4:30 p.m. | Successful Communications Boot camp |

### **Thursday, September 9**

- |                      |                       |
|----------------------|-----------------------|
| 8 a.m.-5 p.m.        | Registration          |
| 8:30-9:30 a.m.       | Joint General Session |
| 9:45 a.m.-12:30 p.m. | Concurrent sessions   |
| 12:30 p.m.-1:45 p.m. | Luncheon              |
| 1:45-5 p.m.          | Concurrent Sessions   |
| 5:30-6:30 p.m.       | Welcome Reception     |

### **Friday, September 10**

- |                |   |
|----------------|---|
| 8 a.m.-1 p.m.  | Registration                            |
| 8:30-9:30 a.m. | Joint Meeting                           |
| 9:45 a.m.-Noon | Concurrent Sessions                     |
| Noon-1 p.m.    | Luncheon                                |
| 1-4 p.m.       | Capitol Grounds Tour and Joint Sessions |
| 5-8 p.m.       | Down-home Barbeque                      |

### **Saturday, September 11**

- |                        |                            |
|------------------------|----------------------------|
| 8 a.m.-11:00 a.m.      | Registration               |
| 8:30-10 a.m.           | Business Meeting Breakfast |
| 10:15-11:30 a.m.       | Concurrent Sessions        |
| 11:30 a.m.- 12:15 p.m. | Sessions                   |

## BOOT CAMP



This year's professional development seminar will once again offer a one-day boot camp. Get ready to be on camera! We are going to focus on communicating with the media and becoming a good spokesperson for your legislature or government agency. In addition, you will discover how to take these techniques and prepare your leadership, members or colleagues to become better interviewees.

Participants will learn the three parts of an effective media relations standup: preparing for the interview, conducting the interview, and interview evaluating. Boot camp will give you techniques for delivering an effective 10 to 12 second media sound-bite that bridges to your key messages every time you speak with reporters.

At boot camp, learn:

- The 3 C's (Control, Competence & Concern) of an effective media interview.
- The importance of developing at least three main talking points.
- The listen-pause-think-answer method.
- How to handle a hostile reporter's questions.
- How to develop great talking points.
- The importance of and how to effectively use non-verbals.
- Effective key messages that your audience will remember, and much more.

Boot camp is open to members of LINC'S, LSS and the National Association of Government Communicators. Registration for boot camp is \$125 in addition to the regular meeting fee. Boot campers must pre-register. Space is limited, so don't miss out on this terrific opportunity. The agenda will be updated on the LINC'S' website.

This all day, hands-on intensive workshop will be led by Dr. Joe Trahan, who is the president and CEO of Trahan & Associates. Dr. Trahan is also the former communications director for the U.S. Army. He received the 2009 Lloyd B. Dennis Distinguished Leadership Award, is the immediate past chair of the PRSA Educators' Academy and faculty advisor to Georgia State University PRSSA Chapter.

## REGISTRATION INFORMATION

### Registration Information

#### Registration fees:

\$350 - Early Bird Registration—received before August 8, 2010

\$450 - Registration fee for business, universities and others

\$375 - Registration fee for legislators and legislative staff

\$125 - Social Media Boot Camp, Wednesday, September 8, 2010

\$150 - One-day

\$125 - Spouse/guest

NCSL must receive your early bird registration by August 8. The registration fee for legislators and legislative staff can be billed to the state or paid in advance or on-site. Online registration is available through August 31, 2010. After this date, on-site registration will be available.

Spouse/Guest Registration. The \$125 spouse/guest fee includes admission to all meals and social events. The fee must be paid in full at registration. NCSL cannot bill for spouse/guest registration fees.

Cancellation/Refund Policy: All cancellations must be made in writing and faxed to (303) 364-7811 or e-mailed to [registration@ncsl.org](mailto:registration@ncsl.org). Those received by Sept. 8, 2010 will be refunded, minus a \$50 processing fee. Fees cannot be refunded for registrations cancelled after the conference begins. No on-site cancellations or substitutions. Register online, by fax or mail. Online registration is available on the meetings registration page or registration forms may be faxed to (303) 364-7811 or mailed to NCSL, Registration/Accounting, 7700 East First Place, Denver, CO 80230. Faxed forms will not be confirmed by NCSL.

## HOTEL RESERVATIONS

A block of rooms has been reserved at the Raleigh Marriott City Center, 500 Fayetteville Street Raleigh, North Carolina 27601. This new hotel, with its fabulous downtown location, is close to the Capitol, several prestigious universities, high-tech pharmaceutical companies and great entertainment. Please make your hotel reservations online directly with the Marriott by phone at 1-919-833-1120. Mention the group code LEGLEGA to receive the contracted room rate of \$145 single or double, plus 13.75% tax. Reservations must be held by a one night's room deposit (credit card guarantee is acceptable). The deadline for making hotel reservations is Aug. 16, 2010. After that, reservations will be accepted at the seminar rate based on room availability.

## AIR TRAVEL

Airline discounts are available through Christopherson Business Travel, NCSL's official travel headquarters, by calling (800) 825-3283, or (303) 694-4344. Airline reservations should be made at least seven days in advance. Christopherson Business Travel maintains a 24-hour toll-free line for changes and emergencies.

## GROUND TRANSPORTATION

The Marriott City Center does not offer shuttle service from the Raleigh-Durham International Airport. Taxis are available for approximately \$35 one way. SuperShuttle, (800-258-3826), is \$14 per person. There is also on-site parking at the hotel for \$12.00/day.



## TOURS, SOCIAL EVENTS, AREA ATTRACTIONS AND GENERAL INFORMATION

Kick your tar-heels up and get ready to network with legislative staff from across the country. Raleigh has the excitement and attractions of a great city, combined with the affordability, approachability and appeal of a classic Southern town. Best known for its world-class museums, live concerts, Capitol area historic sites, professional and amateur sporting events and shopping mecca status with nine major retail areas, Greater Raleigh truly offers a variety of entertainment.

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