



The TAAD-IAAO Chapter presents a seminar for appraisal district employees

This one-day workshop is designed to help participants become more effective in the development and application of good public relations policy and customer service.

Appraisal districts will find this information an **important part of their MAP review!** This workshop will concentrate on the following areas:

- Developing skills to be more effective in public relations and customer service
- Realizing the importance of constant public relations
- Learning how to develop and implement a public relations plan and policy
- Improving communication by targeting and reaching a desired audience
- Tips on writing press releases and holding news conferences
- Tips on making effective presentations
- Establishing good customer service and effective deal with difficult people
- Covering topics you'll need for your MAP review!

PR AND CUSTOMER SERVICE

Friday, January 18, 2019

◆ **Class Location:** TAAD Office (7700 Chevy Chase Drive, Bldg One, Suite 425; Austin, TX 78752)

◆ **Class Lodging:** See TAAD Website for suggestions

◆ **Class Hours:** Registration 8-8:30; class 8:30-5

◆ **CEs:** 7.5 hours

◆ **Registration deadline:** January 11, 2019

◆ **Primary Instructor:** Rick Stuart, CAE

Name _____ TDLR number _____

Jurisdiction _____ IAAO number _____

Email address _____ Phone number _____

REGISTRATION FEES

◆◆ PR and Customer Service

Friday, January 18, 2019

TOTAL AMOUNT ENCLOSED: \$ _____

TAAD-IAAO Chapter member -- \$25

Non-member -- \$100

Registration fees must reflect current chapter membership status.

Requests for refunds must be in writing and submitted by January 11. No refunds for chapter member cancellations; for nonmembers, a \$75 cancellation fee will be deducted. No refunds after January 11.

REGISTRATION INFORMATION

This course is being offered through the TAAD-IAAO Chapter; registration is reduced for TAAD-IAAO Chapter members. If you are not currently a member, you may join at a cost of \$20 per year; however, you must be a member of both TAAD and IAAO to join. An application for chapter membership is available on TAAD's website. If you decide to join to the chapter, please mail in your membership application and dues along with this registration form to receive reduced-fee registration. If you are not a chapter member, registration for this course is \$100. **Please make checks payable to the TAAD-IAAO Chapter.** Please complete the registration form and return it along with payment to:

TAAD | 7700 Chevy Chase Drive; Bldg. One, Suite 425 | Austin, TX 78752-1558

Office Use ONLY

Date: _____

Ck #: _____

Paid: _____

DB: _____