



## **CEU Packet**

### **1017 - First Impressions Matter**

07 MANAGING PUBLIC RELATIONS AND COMMUNICATIONS

**Description:**

How can you change the outcome of a process before it even starts? This session will cover a groundbreaking experiment conducted by Durham County, NC that shows how building a good initial impression is a game changer for your office in many ways.

**Start Date:** 9/1/2021 10:30:00 AM

**End Date:** 9/1/2021 11:30:00 AM

**Learning Outcomes:**

(1) How to create/build a powerful set of first impressions. (2) How to develop a happy, empowered and authentic staff. (3) How to develop public relations.

**Presenters:**

Dwane Brinson CAE, RES - Durham County, NC