



# IAAO Info

March 6, 2017

## Communication focus of free webinar on March 15th

IAAO is offering a FREE webinar in March on communication tools and [online registration is now available](#).

The webinar at noon Central on March 15th will teach attendees how to communicate the culture and values of their office and help provide a professional skillset that will advance careers and set one apart as a leader in the office.

The presenter will be Jake Parkinson, Chief Deputy Assessor of Tooele County, Utah, and a member of IAAO's U40 Leadership Lab group.

The webinar will review developing, writing & editing media communications, including how to:

- Select the frequency & topics of releases
- Distill complex processes and subjects into coherent language
- Develop an office communication strategy, and
- Avoid pitfalls and media habits of the inexperienced.

Attendees may apply to receive two hours of continuing education credits.

### IAAO WEBINAR SERIES

IAAO offers monthly educational webinars on topics of interest to industry members. Mark your calendar for [upcoming 2017 IAAO Webinars!](#)

**April 19 - Experts on Evidence** - Use of expert witnesses and evidence in tax appeals.

**May 17th - Delivering Compelling and Captivating PowerPoint Presentations**

The cost to register for the 2017 webinars is \$45 per person for IAAO members and \$90 for non-members, except for the March webinar, which is complimentary.

**Writing a Press Release for Your Assessing Office: When, Where, Why & How**

**FREE**  
March 15, 2017

Learn to communicate the culture and values of your office. In the process, pick up a professional skill set that will advance your career and set you apart as a leader in your office.

You will learn to:

- Develop, write and edit communications for media outlets
- Understand how to select the frequency and topics
- Distill complex processes and subjects into coherent language
- Develop an office communication strategy
- Avoid pitfalls and media habits of the inexperienced

Presented by Jake Parkinson

IAAO WEBINAR SERIES  
[www.iaao.org/webinars](http://www.iaao.org/webinars)

