

Public Relations & Government Relations University Agenda

Virtual | Thursday, January 28, 2021

*ASCE Texas Legislative Drive-In Attendees, Texas Report Card Committee Members,
and ASCE Texas Branch Leaders*

2:00 PM* – 3:30 PM: Online Session 1

- a. Welcome and Introductions
- b. Overview of Government Relations
 - a. Group Activity - GR Scenarios

10-15 min stretch break

- c. Overview of Media Relations
 - a. Group Activity – Is it Newsworthy?

10-15 min stretch break

3:30 PM – 4:00 PM: “How to Prepare for an Interview” by guest speaker, Anthony Fasano PE

Anthony is a Bestselling Author, TEDx Speaker, Trainer, & Executive Coach
for Engineers with the *Engineering Management Institute*

10-15 min stretch break

4:15 PM – 6:00 PM: Online Session 2

- a. Reconvening Attendance Check/Welcome New Attendees
- b. Communications 101
 - i. Group Activity – Rolodex Your Message

10-15 min stretch break

- c. Meeting with a Legislator
 - i. Group Activity - Mock Meetings
 - ii. Next Steps