



Maximizing Media – Archivists to Valued Asset Workshop
Thursday, June 22, 2023
Lloydminster Museum & Archives
1:30 pm to 4:00 pm

Outline:

In this session we will explore together key strategies and tactics that ensure Archivists are valued as key assets in building and sustaining positive public profile. We will explore:

- What media are looking for?
- What is news?
- How to get and sustain attention
- Traditional Media and social media
- Dynamic Interviews
- Internal Advocacy

We will make the session dynamic and give you opportunities for active engagement. Yes, that means roll up your sleeves and try some stuff! Bring your questions to enhance the value of the session!

Format:

This workshop will be an in-person event, although the option to attend virtually will also be made available using Zoom Videoconference. Participants will be provided a link a few days before the session.

Target Audience:

This course will be of particular interest to member institutions and individuals who are responsible for communications in their settings.

Minimum # Attendees: 10

Maximum # Attendees: 25

Instructor:

Nowshad (Shad) Ali, CFRE, is the President and CEO of On Purpose Leadership Inc., a company whose mission is to help people, communities and organizations in the effective pursuit and attainment of purpose without compromise of core values. Shad has several certifications in various human behaviour dynamics sciences and has over 25 years experience working on high performance, leadership, growth and advancement of individuals, teams and organizations.

One of Shad's core beliefs is that true growth and development comes from an intense understanding of self and commitment to support and develop the capacity of others to realize their dreams and their potential. Shad has extensive experience working with both corporate and social impact organizations in the areas of Organization Growth and Development; Individual and Team Excellence and Hiring and Retaining Top Talent. In both professional and volunteer capacities, he has served many of Canada's top charities and corporations. Shad has served AFP on the International Research Council, as well as on professional Advancement and Chapter Growth endeavours. He has chaired the AFP Canada Foundation for Philanthropy Research Committee for several years including the launch of the What Canadian Donors Want Study and the Research Grants Program. Shad remains a highly rated AFP Congress speaker and has spoken at several international and National conferences.

REGISTRATION FEE (per person/lunch and tour included):

Members: \$75.00 Non-members \$100.00

You can purchase an SCAA membership and take advantage of the member rate by clicking here:

<http://www.scaa.sk.ca/members-section/become-a-member/>

We gratefully acknowledge the financial support of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation through SaskCulture Inc.; and of the Government of Canada through Library and Archives Canada and the Canadian Council of Archives.



Canadian Council of Archives
Conseil canadien des archives



**Maximizing Media – Archivists to Valued Asset
Workshop.**

**Thursday, June 22, 2023
Lloydminster Museum & Archives
1:30 pm to 4:00 pm**

Registration Deadline: June 16, 2023

Name of Attendee(s):

Institution/Organization: _____

Address: _____ City: _____

Phone: _____ Email Contact: _____

Attendance:

- I will attend in person.
- I will attend lunch (11:45 am to 12:30 pm) Special meal request: _____
- I will attend the Lloydminster Museum & Archives Tour (12:30 pm to 1:00 pm)
or
- I will attend virtually via Zoom Videoconference (Instructions to join the online platform will be sent a few days before the workshop date.)

Payment (if applicable):

- Payment will be made by Credit Card (Office will call to collect information)
- Cheque (Payable to Saskatchewan Council for Archives & Archivists)
Enclosed \$ _____

Do you require a receipt? Yes ___ No ___

Receipt to be sent to the following email address: _____

Submit registration forms to:
Gloria Bearss, SCAA Executive Director
PO Box 31122 RPO Normanview
Regina, SK S4R 8R6
Email: ed@scaa.sk.ca
Phone 306-780-9414

For further information on workshop content contact:
Cameron Hart, Archives Advisor
Email: advisor@scaa.sk.ca
Phone: 306-242-0796

We gratefully acknowledge the financial support of the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation through SaskCulture Inc.; and of the Government of Canada through Library and Archives Canada and the Canadian Council of Archives.



Canadian Council of Archives
Conseil canadien des archives