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Womentum offers Strategic Communications Workshops in Casper, WY
August 16 & 17, 2016

Jackson, WY - Womentum, in cooperation with the Wyoming Council for Women's Issues (WCWI), announces two public workshops on Strategic Communications, taking place August 16 and August 17 at Casper College. The three-hour interactive workshops will focus on navigating through challenging conversations, providing participants with tools to face tough moments with a plan of action. The Tuesday workshop will take place from 5:30-8:30PM and will focus on strategic communications for advocacy and policy change. The Wednesday workshop will take place from 9AM to Noon and will apply the same methodology to interpersonal communications.

Both workshops will assist women in development and delivery of strategic messages. Participants will work through a communications development matrix and have the chance to practice delivering clear and confident messaging through interactive, role-play activities.

The workshops will be facilitated by Ingrid Daffner Krasnow, MPH. Krasnow provides strategic communication trainings and technical assistance to non-profit organizations and advocacy groups around the country. "Whether in personal or professional interactions, we all have had the stressful experience of needing to have a Hard Conversation," says Krasnow. "Maybe this comes in the form of working to advance social change, making a fundraising presentation or requesting more support at home. My goal is to help women learn to prepare for difficult conversations to achieve the maximum success possible." Krasnow's workshops will provide a safe, supported environment for women to practice putting these skills to use for either professional or personal applications.

Womentum is a 501c3 nonprofit organization based in Jackson, Wyoming that is best known for its signature mentoring program, "Womentoring," a community-building mentoring program that develops women's skills, confidence, and local network through integrated workshops, dinners, events, and one-on-one mentoring. Womentum's mission is "Empowering and Connecting women as leaders within their community." These workshops, made possible with support from WCWI, are the first Womentum events to take place outside of Teton County. Says Womentum program director Caryn Flanagan, "Womentum is delighted to offer programming on a regional scale. Support from WCWI has turned vision to reality, and we are extraordinarily grateful for their support."

Women of all ages are encouraged to attend, and light refreshments will be served. Cost of the workshop is \$40. Space is limited, register by sending an email to info@womentumwyo.org or on our website: www.womentumwyo.org/events.

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