



Explaining Tidal Surges And Shifting Sands: Communicating Effectively With Employees And The Public During Negotiations

CALPELRA 39th Annual Training Conference
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Many agencies are communicating directly with their employees and the public about negotiations. In this session, presented by experienced labor negotiators and a skilled public relations and media strategist, you'll learn the essential components of an effective public communications strategy about negotiations and a plan to implement the strategy successfully.

Learn how to help your agency maintain the momentum and advantage in the public debate about your employees' salaries and benefits and the merits of your agency's bargaining goals.

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