



FOCUS DISABILITY NETWORK
SOCIETY

Maximize Your Marketing Message

November 9, 2023 8:30 a.m. – 3:45 p.m.

Location: Church in the Valley, Langley BC

AGENDA

9:00 Welcome and Icebreaker

9:20 **Don Lehn**

Miscommunication – asking questions before giving information and being more detailed. How would clients relay their limitations to an employer. Be able to articulate what would help the client on the job. Between the employer and having the client with a diverse ability work for them. Ideas: Skit or someone being interviewed and not getting the full picture. How to create communication that people want to engage in, identifying your audience, making sure you hit the right people

9:45 **4-person Employer panel** – for 45 minutes for everyone – what grabbed them to say “yes”, what hurdles did they experience in understanding what the marketer was expressing.

Confirmed participants:

Sonya, Forever Yours Lingerie

- How was the communication process between the potential employee’s “marketer” and your/your business?
- What motivated you to say “yes” to hiring someone with a diverse ability?
- Were there pre-conceptions or obstacles along the way?
- How did you overcome any obstacles?

10:30 COFFEE BREAK

10:45 **Tony Malyk** – Place **More Clients. Getting to 'Yes' in a Post Pandemic Economy**

This interactive session will focus on developing a customized strategy to engage and convince more businesses to hire clients. Key areas covered will include understanding current challenges facing businesses, identifying opportunities for more client placements, key messaging and the sales meeting that will lead to “yes”.

12:15-1:00 **LUNCH**

1:05-2:05 **Jeanette Y Martin Breakout Session**

Give, To Give, To Give, To Ask ... How to Build Relationships on Social Media

Storytelling is as old as time. Do you know your Unique to YOU W5 story matters and has value?

During the session you will come away with your W5 Story outlined and how best to use it on the various social media platforms to apply a 'L.I.F.T.(.I.N.G.) Up' to gain credibility, make connections and be known in the community. The session will be fun and interactive. Get ready for a mindset shift about social media!

Pamela Bragg Breakout Session

Understanding Your Communication Style

Our communication style has the power to build meaningful connections in the workplace and in our personal lives. While we benefit from working with people with diverse skills and personality types, we often overlook communication styles as one of those unique characteristics.

Our unique communication style defines the way we give and receive information. But do you understand your style? And how people respond to you?

In this workshop you will learn how to identify the different communication styles, understand your preferred communication style, and recognize how your communication style may impact your interactions with others.

2:10-3:10 **Jeanette and Pamela's sessions will repeat**, so that everyone can attend both. See descriptions directly above.

3:10-3:40 **Wrap-up and Evaluations**
Scan the QR code to complete the evaluation online. Printed copies are available today if you prefer that method.