

THE ART AND SCIENCE OF **COMMUNICATION** AND WHY THE DETAILS MATTER

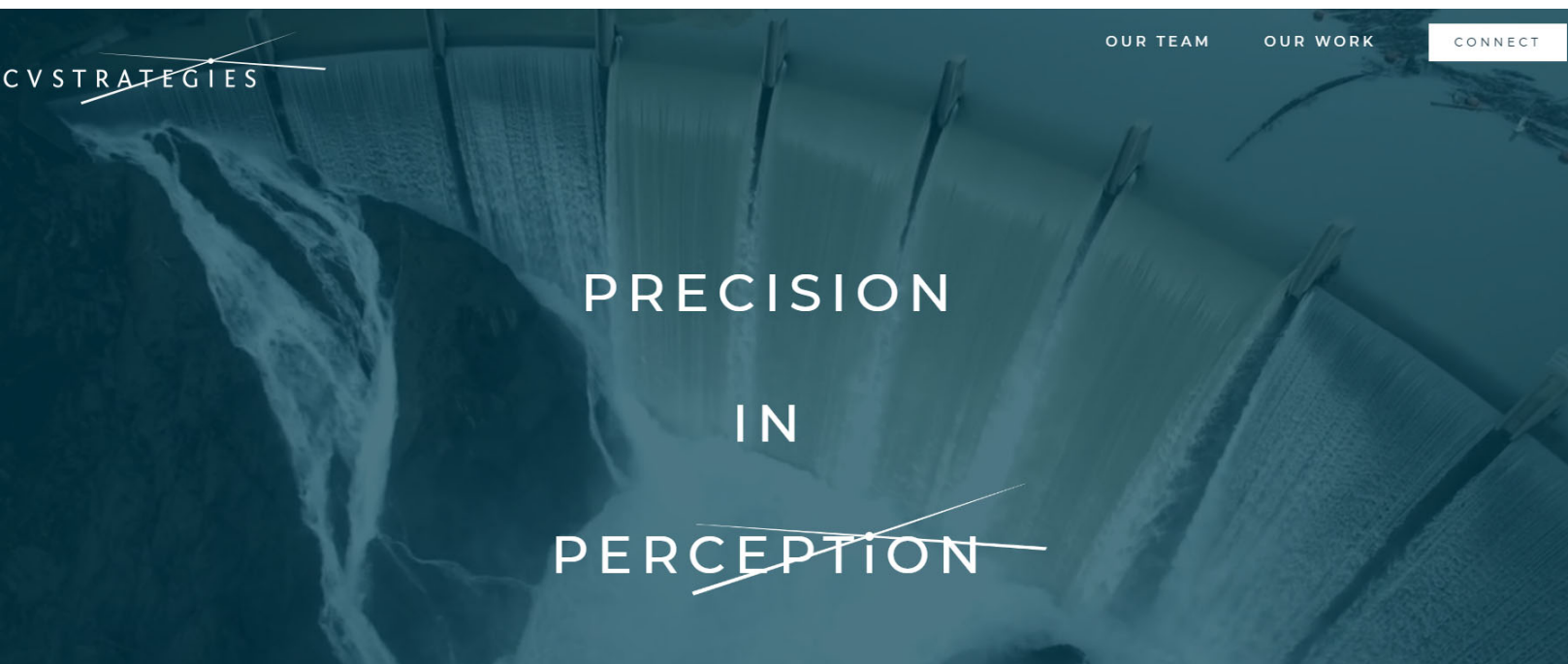
Day 7: Developing and Protecting the CVWD Brand: How Our Daily Interaction and Messaging to the Public Impacts Our Mission

CVWD is entrusted with providing critical services that impact the health and well-being of thousands of people that live in the Crescenta Valley. Because our mission supports community health and safety, and the local economy, CVWD will always be subject to public discord if we fall short of our mission. On the other hand, if we perform our mission in an effective and efficient manner, we will continue to build public trust. Social media creates a hyper-sensitive platform that can affect public sentiment towards CVWD. Our daily public interactions (both direct and indirect) impact perception of who we are, what we do, and how well we do it. It only takes one incident to tear down public trust that took several years to build. Developing and protecting the CVWD Brand is an integral part of carrying out our mission and reaching our vision. **This challenge consists of 1 Interactive Zoom Conference.**

Today's Mentors:



Tara Bravo brings more than a decade of industry experience to her role as Vice President at CV Strategies. She has served dozens of public agencies, nonprofits and corporations, generating materials ranging from strategic plan documents to advertisements to interactive web materials. In close collaboration with clients and CV Strategies branding specialists, Tara has completed total rebrand efforts of numerous public sector agencies. Her expertise with a wide range of visual messaging tools and outreach campaigns, coupled with her existing vendor relationships and skills as a client liaison, are critical to CV Strategies' provision of timely and targeted deliverables.



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**Let's Talk About Branding
With Tara Bravo**

Zoom Conference

In the last day of our communications challenge Tara Bravo, from CV Strategies, will guide us through an interactive discussion on what branding is and why it's important. Don't forget to ask questions and make the most out of our 20 minutes with a knowledgeable and well-respected expert in public perception and branding. Click below to "go live" with Tara @ 10AM EST !

