From:	Urica Floyd on behalf of Urica Floyd <ufloyd@masc.sc>
To:	Urica Floyd
Cc:	Christine G. Sumter
Subject:	DEADLINE Extended for Advanced MEO October Session
Date:	Wednesday, October 2, 2024 5:12:02 PM
Attachments:	Outlook-1xmczk0y.png

Dear Municipal Elected Official:

We hope that you are all well in the wake of hurricane Helene. We have extended the registration deadline for the upcoming Advanced Municipal Elected Officials Institute session. The session is scheduled to be held on **Wednesday, October 16, at the Columbia Metropolitan Convention Center** from 9 a.m. to 4 p.m.

You are eligible to take the **Advanced Continuing Education session (ACE)**. Elected officials who have graduated from the Advanced MEO Institute may attend the ACE session. Online registration is available through **Tuesday, October 8.** Contact your municipal clerk to get registered.

ACE Session Topics - 9 a.m. to 4 p.m.

- **Empowering Municipalities: Unleash Your Retail Potential With Strategic Coaching and Economic Development**
  The Retail Coach's method combines strategy, technology and creative expertise to develop and deliver high-impact retail recruitment and development strategies. The session will cover strategies and best practices for all community sizes.

- **Public Engagement: Reaching Out and Engaging in New Ways**
  The training will engage participants to think about how they currently reach stakeholders—and how they must cast a wider net in 2024. No longer will the traditional letter, flyer, phone call or door-to-door canvassing reach all audiences. For instance, do you have an outreach strategy for individuals in your community who might be homeless or in transitional housing? What about reaching older residents? Social media might not be the best approach, but which forms of media prove most effective.

  While traditional outreach has its place, in order to ensure successful outreach, participants will need to modify, enhance and even add additional strategies. This session will look at some of those strategies and how they might be suitable for South Carolina cities and towns.

The hotel block is sold out. You may contact the Hilton and other nearby hotels for their rates.

- Hilton Columbia Center, 924 Senate Street, Columbia, SC 29201, 1 803-744-7800 (1 block from Convention Center)

- Hampton Inn Columbia-Downtown, 822 Gervais St, Columbia, SC 29201, (803) 231-2000 (1 ½ block from Convention Center)
- Hyatt Place Columbia/Downtown/The Vista, 819 Gervais St, Columbia, SC 29201 (803) 978-2013, (1 ½ block from Convention Center)

Check your Advanced MEO Institute transcript before registering. More information

Best,
Urica P. Floyd

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