



## DIGITAL STORYTELLING TO INCREASE BRAND AWARENESS

### *A Communications Workshop Mark Horvath, Invisible People*

Wednesday, May 17, 2017

1:00 pm - 2:30 pm

Lansing Area Federal Credit Union | 106 N Marketplace Blvd, Lansing, MI 48917

A surge of new technologies and social media innovations continue to alter how information is shared and communities are formed. Its true impact has yet to be measured, but Twitter, Facebook, SnapChat, and every other social media platform have already caused a revelation in how people communicate. They want to connect. They want to share in more than one medium. They are in control. The challenge for every business and nonprofit is that this new world of digital communication is like the Wild Wild West. Everything is changing so fast it's hard to keep up. What's new? What works? How can I build community? How can I monetize it? And just when you think you have it figured out, something new shows up. In this session, Mark Horvath, Founder of Invisible People, will share key insights on how you can leverage digital communication to reach your organizational goals.

Name: \_\_\_\_\_

Agency/Org: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**\$15** (I am a member) \_\_\_\_\_

**\$30** (I am not a member) \_\_\_\_\_

**\$45** (\$30 12-month individual membership + \$15 registration) \_\_\_\_\_

I'd like to learn more about how my organization can become a MCAH member: \_\_\_\_\_

#### TO REGISTER:

Please return this completed form and your check made out to the Michigan Coalition Against Homelessness by MONDAY, MAY 15, 2017, care of Laurel Burchfield  
OR

Register online at: [http://bit.ly/Register\\_Storytelling](http://bit.ly/Register_Storytelling)

Please contact Laurel with any questions at 517-853-3894 or [lburchfield@mihomeless.org](mailto:lburchfield@mihomeless.org)