



2021 SMP/SHIP National Conference
Virtual Meeting • Part Two—August 10-12, 2021

Topic Based Discussion: Outreach and Media

August 12, 2021

1:00 – 2:00 PM

Strategies and Messaging

- Is there a form of outreach that worked (or didn't work) surprisingly well for you?
- Is there a strategy that once worked well and no longer does and are there specific variables that influence that outcome?
- Is there a specific message or phrase that really resonates in your outreach?

Outreach and Media Partnerships

- How have you developed and cultivated relationships with earned media?
- Have you found any non-traditional partnerships that have been successful for outreach?
- Do you tailor your message based upon the partner you are engaging?