

October 27th, 2021

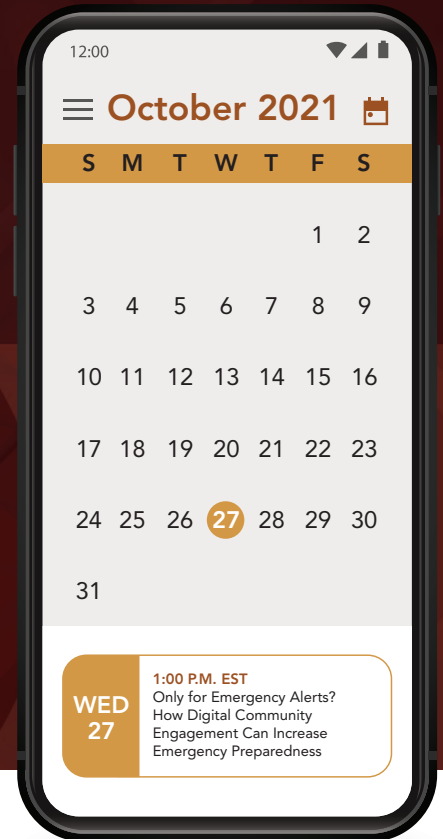
CAMA Professional Development 50th Anniversary Webinar Series

Only for Emergency Alerts? How Digital Community Engagement Can Increase Emergency Preparedness

Hosted by: ICESoft Technologies

Wednesday, October 27th, 2021 | 1:00 p.m. to 2:00 p.m. EST

Speaker: Brian McKinney, President & CEO, Voyent Alert! by
ICESoft Technologies



Who Can Attend this Webinar? CAMA Members, Their Employees, and Elected Officials. Non-Members are also welcome to attend.

Who Will Benefit from this Webinar? CAOs/City & Town Managers, Communications Team, Fire Chief, Elected Officials, Public Works Staff, Emergency Management Personnel

Registration Cost FREE but registration is required (see link below)

Most communities onboard technology such as mass notification services for emergency alerts and critical events such as wildfires or floods. BUT, are you missing an opportunity to engage your community, increase enrollment numbers, generate trust and ultimately contribute to your communities emergency preparedness before the emergency comes?

This session will discuss:

- How to build an engaged community by harnessing digital communications.
- Opposing Views with Mass Notification Systems.
- Should they be used for Emergencies only or Emergencies + Day-to-Day Informational Notifications.
- Case Study: How to drive 5-10X higher enrollment than other communities?
- How to best use mass notification for both emergencies and informational notices.
- Tips & tricks on what types of digital engagement will make the most impact in your community.

[Click here to Register](#)

About the speaker

Brian McKinney,
President & CEO,
Voyent Alert! by
ICESoft Technologies



Brian McKinney is a leading entrepreneur who focuses on developing enterprise software that provides more context for citizens and organizations alike. Prior to founding ICESoft Technologies, Brian co-founded AudeSi Technologies and worked at Nortel developing consumer products. Mr. McKinney holds a BSc. in Physics and Mathematics from the University of Victoria and an M.Asc, in Engineering from the same institution.

Contact Lauren Telfer,
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or by phone at
1-587-893-8945 if you have
any questions about this
opportunity.