

m-202

Association Communications



COURSE MATERIALS

Participant guide and flash drive with bonus readings and materials. CAI Guides for Association Practitioners: *Communications*.



COURSE LENGTH

1.5 days | 8:30 a.m.–4 p.m.
Half day online including final exam



TUITION

CAI manager member: \$459
Nonmember: \$559



DESIGNATION CREDIT

M-202 is required for the PCAM designation.



CONTINUING EDUCATION CREDIT

M-202 is approved for 12 hours of continuing education for CMCA recertification. Visit www.camcb.org for details. For information on continuing education for state licenses, visit www.caionline.org/pmdp.

LEARN KEY COMMUNICATION TECHNIQUES TO IMPROVE RESIDENT AND BOARD RELATIONS.

This course offers strategies that will benefit both new and experienced managers and provide the skills to communicate more effectively with owners and volunteers. You'll learn the basics of good customer service and how to effectively handle complaints, write newsletters and reports, and manage public relations. Topics include:

- Practicing effective communication skills
- Providing good customer service
- Identifying and responding to owner needs
- Addressing complaints and diffusing anger
- Managing public relations
- Preparing annual meeting notices, management reports and rule violation letters
- Writing informative newsletters

» Visit www.caionline.org/m202.

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