

M-202

association communications

May 28–29, 2015

The Sheraton Brookhollow
3000 North Loop West
Houston, Texas 77092

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Learn key communication techniques to improve resident and board relations.

This course offers communication strategies that will benefit both new and experienced managers and provide the skills to better understand owners and volunteers. You'll learn the basics of good customer service and learn 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

COURSE MATERIALS

Participant guide and flash drive with articles and additional resources
CAI Guide for Association Practitioners: *Communications*

COURSE LENGTH

1.5 days | 1:30–5:30 p.m. | 9 a.m.–5 p.m.

TUITION

CAI manager member: \$445 | Nonmember: \$545

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/managerlicensing.

ADVANCE REGISTRATION IS REQUIRED

Visit www.caionline.org and register for this course online. Register online four weeks ahead and receive a \$25 discount.