



**GCD Boot Camp:  
Tools of the Trade**  
January 15, 2025  
Courtyard by Marriott Pflugerville  
**Draft Agenda**

- 9:00am **Welcome and Overview**
- 9:10am **Social Media: Working Smarter, Not Harder**  
*Charlie Shugart, Assistant Public Information Officer, Brazos River Authority*
- 9:40am **Best Practices in Website Design**  
*Tyson Bird, Digital Strategy Manager, Texas Highways Magazine*
- 10:10am **Leveraging Email Marketing**  
*Speaker TBA*
- 10:30am **Graphic Design Made Easy (and Free!) With Canva**  
*Sinclair Newby, Communications & Public Affairs Manager, Johnson County Special Utility District*
- 11:00am **Canva Workshop**  
Bring your laptop or tablet and work with a small group to apply what you learned! We will provide some sample prompts for a graphic, or come with your own idea. Helpers from the TAGD Information & Education Committee will be available to assist as you get acquainted with the software.
- 11:30am **Lunch & Learn**  
Enjoy your plated lunch (provided with registration) and take turns sharing your group's creations.