

COSMA Summit

Feature Speaker: Expressing Your Value

Flex Your Success: Communicate the Vision and Strategic Advantages of Your SMA



By Lauren Daughety, Principal, The Guild, Oklahoma City

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9:00am AKST/ 10:00am PST/ 11:00am MST/ 12:00pm CST/ 1:00pm EST

State museum associations offer an abundance of benefits to their members, but how do you communicate your importance as an organization? Learn how to identify your state museum association's most important and influential communicable values. This presentation will introduce the "message triangle" and how to decide where your audience wants to hear from you -- and how often. Consider your organization's value proposition and pick up useful tips for getting your messages seen and heard. Learn real tactics and ideas to flex your success!

About Lauren Daughety

Lauren Daughety is a skilled communications strategist with more than a decade of professional experience creating strategies, campaigns, creative and messaging for a variety of businesses and organizations. As principal of The Guild, she is chief strategist and directs all client accounts. Prior to founding The Guild, she was the executive vice president at Vann & Associates | PR + Marketing, where she led a staff of eight which serviced all aspects of communication efforts. With scores of award-winning public relations and marketing campaigns attributed to her efforts, she utilizes her vision crafting new campaigns for healthcare, tourism and non-profit clients.

She holds a Bachelor of Arts degree in mass communications/public relations from the University of Central Oklahoma and is currently a member of the Oklahoma Museums Association board of directors as well as a Coalition of State Museum Associations communications committee member. Daughety holds her Social Media Certification from the Hootsuite Academy and is a member of The Gazette's Forty Under 40 class of 2019.