



## GRAND INSPIRATION

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## RACHEL CANNON

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### ABOUT THE SPEAKER

As the business technology manager at the California Earthquake Authority, Rachel Cannon collaborates between the organization's communications and information technology teams to align marketing strategies and business intelligence with emerging technologies.

Cannon previously was a consultant at Skylark Marketing and Communications, where she was the project manager for numerous internet and intranet implementations.

Cannon earned her bachelor's degree in English at California State University, Chico.

### PRESENTATION SUMMARY

#### **Confessions of a Scrum Master**

If your professional life were a Looney Tune, would your marketing plan be the Tasmanian Devil? In your workday cartoon, would Taz have a short temper, little patience and an enormous appetite with no bounds?

In other words, do you have silos preventing focused collaboration? Are you struggling to produce adaptive iterative messages in place of big-bang campaigns? Have you been grappling with rigid planning that prevents flexible adaptation to market changes?

Many of us may remember media relations challenges during the late '80s and early '90s evolving from preparing events and materials for a few TV broadcast channels delivering the evening news, to fulfilling news demands coming from numerous 24/7 cable TV outlets.

Now 25 years later, we are dealing with hundreds of TV channels along with countless websites and social networks, which are all delivering real-time updates through mobile devices that light up our bedrooms while we are trying to sleep. The number of our profession's daily deliverables, along with the speeds at which they must be produced, have increased dramatically during recent years.

At the California Earthquake Authority (CEA), while recently creating a marketing capability from scratch, we quickly tired from producing countless deliverables in limited time. We desperately needed to find a new approach to managing our workflow: agile marketing.

Agile marketing improves speed, predictability, transparency, and adaptability to change.

This "agile marketing" breakout session will briefly cover challenges CEA faced before discovering the virtues of Scrum, and transition to an exercise led by two CEA

"Scrum Masters" that will rely on new vocabulary consisting of user stories, grooming and sprints.

Our three presenters from CEA are not book authors, bloggers, nor trainers offering Scrum Master Certification. Rather, they are your peers who will share how CEA is learning to work smarter, not harder, through agile marketing.

This breakout session will also help attendees return to their workplaces with a basic understanding for how to replace the Tasmanian Devil with a new rising star!