



## UTAH GLOBAL DIPLOMACY

Media Contact:  
Don Willie  
Epicenter Strategies  
801-859-5094  
[don@epicenterstrategies.com](mailto:don@epicenterstrategies.com)

### **Utah Global Diplomacy to Empower Utah Nonprofits Through Marketing Masterclass**

*Top marketing and communication leaders in Utah will help nonprofits tell their story*

SALT LAKE CITY (July 11, 2024) - Utah is home to over 13,000 nonprofits, many of which are directly uplifting Utah communities by delivering critical services and driving global change right here at home. These nonprofits are improving social conditions for underserved communities, solving food insecurities, increasing degree attainment, supporting the state's veteran community and much more.

With a compelling story to tell, Utah nonprofit leaders are oftentimes constrained by time and budget. Utah Global Diplomacy is hosting a free marketing masterclass to help boost these mission-critical organizations and drive impact through effective marketing, tailored for the nonprofit community.

Utah Global Diplomacy's *Cutting Through the Noise Symposium* will help nonprofits stand out and showcase their impact. The event brings together experts, visionaries, and changemakers to share invaluable insights, strategies, and tools to help amplify an organization's message and create meaningful change.

“We are committed to supporting Utah’s nonprofit community by helping our fellow organizations tell their stories effectively,” said Utah Global Diplomacy President and CEO, Felecia Maxfield-Barrett. “We understand the struggle of nonprofit marketing because we’ve experienced it ourselves. This event will share best practices and deliver useful tools that will help nonprofits expand their impact by engaging community volunteers and supporters. ”

The event will be held on Thursday, July 18, 2024 at the Utah Cultural Celebration Center (1355 W 3100 S, West Valley City) *with* doors opening at 8:30 a.m.



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Presenters include:

- Andrew Winston, Founder & CEO, Nomolos Creative
- Emily Bell McCormick, Founder & President, The Policy Project
- Jeremy Harmon, Chief Operations Officer, Utah Global Diplomacy
- Kathleen Sykes, Freelance Marketer
- Kelly Cannon, Community Engagement Editor, The Salt Lake Tribune
- Mohan Sudabattula, Founder and CEO, Project Embrace
- Tim Cooley, Director of Entrepreneurship, Governor's Office of Economic Opportunity and Startup State Initiative

This event is held in partnership with the Utah Governor's Office of Economic Opportunity, Utah Nonprofit Association, World Affairs Council of America, Salt Lake County and the John and Maria Price Family Foundation.

The event is free, but registration is required. Nonprofit leaders and staff can register online at: <https://utahglobaldiplomacy.org/events/world-affairs-symposium-series>

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### **ABOUT UTAH GLOBAL DIPLOMACY:**

Utah Global Diplomacy is committed to promoting respect and understanding between the people of Utah and other nations. This is done through citizen diplomacy - the concept that every individual has the right, even the responsibility, to help shape U.S. foreign relations by connecting with each other one handshake at a time. Utah Global Diplomacy applies citizen diplomacy efforts through its International Exchange Programs (in partnership with the U.S. State Department), World Affairs Lectures, Dialogues, & Conversations, and its Young Diplomats of Utah program. You can join Utah Global Diplomacy's community and conversations at [www.utahglobaldiplomacy.org](http://www.utahglobaldiplomacy.org) or by emailing [info@utahglobaldiplomacy.org](mailto:info@utahglobaldiplomacy.org).