



**MANUFACTURE ALABAMA
COMMUNICATIONS COMMITTEE | Q2**
Tuesday, April, 2024 | 10:30 a.m. – 2 p.m.
Outokumpu

10:30 a.m.	Welcome, Anti-Trust Statement & Introductions	Donna Jackson <i>Committee Chair, International Paper</i>
10:40 a.m.	Overview of Outokumpu and the role of Communications	Janelle Finley Adams, <i>Outokumpu</i>
11:10 a.m.	Earned Media: Strategies for Generating Free Press in Manufacturing	Jennifer Jenkins, <i>JJPR</i>
12 p.m.	Lunch & Committee Discussion	
1 p.m.	Site Tour	Janelle Finley Adams, <i>Outokumpu</i>
2 p.m.	Adjourn	

2024 Manufacture Alabama Events:

Catalyst: May 8 & 9 | Mobile

DC Fly-In June 4-6, 2024

Annual Meeting | September 11-13 | The Grand Hotel, Point Clear