

2023 Approved Points Available for MCC Application or Renewal

Credit for Sessions at the 2023 CCA Institute		
Session Title	Category	Points
Storytelling: A Step-by-Step Method for Creating Magic in Your Audience	Publications & Writing	5
Navigating a Crisis: How to Defend a Reputation from Attacks and Come Out on Top in a PR Crisis	Planning & Programs	5
Young Adult Member Engagement	Industry Knowledge	5
Keep Your Cool: How to Manage a PR Crisis	Planning & Programs	5
Videography	Projects	5
Manage Your Projects Like A Pro	Planning & Programs	5
'The Art of Seeing'	Technical Communications Knowledge	5
Digital Marketing: Getting the most out of your website marketing strategies	Projects	

Credit for 2023 Webinars		
Session Title	Category	Points
Organizing Meetings that Matter	Planning & Programs	5
Make Social Work for Your Co-op: What's New, What's Working and What's Not Working	Planning & Programs	5
How do I do that? Lightroom Classic (LrC) Edition	Technical Communications Knowledge	5

Credit for Communications Contest Awards		
Points available for each award - *varied on type of award		