

# Most Recent Lippincott Update

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**July 27: What is Next?**

## sharing dots

I (Bryon) have spent the last 2 days attending the [Asia Region Anti-Trafficking Conference 2020](#).

Due to Covid-19, the conference was held online, and I was able to listen to some excellent presentations on different aspects of anti-trafficking work, ethical storytelling, victims' rights, and the legal frameworks that are working to fight trafficking. Overall, it helped me gain a greater understanding of what is happening in the anti-trafficking space and what challenges organizations that are working to combat human trafficking are facing. This will allow me to be more effective as I consult with humanitarian organizations working in this space. The conference also gave me the opportunity to network with organizations that are working here in Asia and have conversations about their needs in the area of marketing and communications.

Within the next few days, I will be officially enrolled in the Masters of Strategic Communication at California Baptist University and classes start Aug 31. I chose this program mainly because of the programs focus on communication theory and strategic communication in the context of functioning organizations. Their program is focused both on internal and external communications and how communications can be used to strategically assist in accomplishing organizational goals.

Between now and Aug 31, I will be reaching out to the organization here in Asia to see if there are ways I can help them produce the media pieces that they need for fundraising. Due to travel restrictions I cannot travel to locations and provide the actual photography or video capture but I can work with the organization to produce and edit the footage their staff or local contractors capture into a usable media piece.

I will also be working on creating training materials for humanitarian organizations focused on helping them communicate more effectively. Currently, I am working on an extensive training course on humanitarian photography, but over the course of the next

year, as I am working through my Master's program I will also be working on creating training on communications theory, websites, brand design and strategic messaging.

I am excited about this next year, and the opportunity to increase my ability to help organizations communicate, and to learn how to communicate about and advocate for causes that matter more effectively. Having said that, as a self-employed person, it is a little unnerving to look forward and not see a significant volume of work on the horizon due to circumstances beyond my control.

I hope you are well and wish you safety as we all deal with the current situation.

Bryon

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