



Potable Reuse Communications Webcast

A Specialty Workshop for Agencies and Public Information Professionals

January 28, 2016 • 10:00 AM – 11:55 PM

10:00 AM	Welcome and Introductions	Jennifer West Managing Director WaterReuse California
10:05	Communication is Key: Context, Understanding and Acceptance Communications play a vital role in project success. We will demonstrate how language, images, and messages impact acceptance.	Cindy Wallis-Lage President, Water Business Black & Veatch
10:25	Model Communications Plans <ul style="list-style-type: none"> • Key Messages • Identifying and Engaging Key Audiences • Building Trust in Water Quality 	Julie Minton Director of Research Programs, WaterReuse Research Foundation
10:35	Available Tools for Engagement Best practices and tips for developing websites, engagement activities, and customizing existing tools to drive and populate your communications plan.	Melissa Meeker Executive Director WaterReuse Association
11:10	Success Story: Website Augmentation	Matt Orbach, Public Outreach Specialist, Soquel Creek Water District
11:25	Success Story: Education Centers	Gina Ayala, Principal Communications Specialist, Orange Cnty Water District
11:40 AM	Open House/Special Events	Teresa Alvarado Communication Manager, Santa Clara Valley Water District

Fee: **\$99 for members • \$150 for nonmembers.** To register, please visit:
www.watereuse.org/communications-workshop