

WATER WORDS THAT WORK



THURSDAY, JUNE 11, 2015

9:00AM - 3:30PM

BUZZARDS BAY CENTER, 114 FRONT STREET, NEW BEDFORD, MA

Make a Splash with Your Communications!

Relearn the language that everyday citizens use and you'll become more confident and successful as you set out to enlighten the uninformed and persuade the undecided to act on behalf of our rivers, ponds, lakes, and oceans.

Workshop Overview

The Perils of Preaching to the Choir - Learn how and why most environmental messages miss the mark. After completing this training, you'll be able to spot the signs of "preaching to the choir" and recognize when you are sending messages that go over your target audience's head.

The Environmental Message Method - Learn to transform professional level conservation writing into messages that are suitable for everyday citizens. You will learn steps 1-4 of the "Environmental Message Method:" Begin With Behavior, Foolproof Photos, Swap the Shoptalk, and the Words That Work.

Presented by Eric Eckl, Water Words That Work, LLC

The Environmental Message Method - Learn to incorporate storytelling techniques into your message, and how to measure the reading level of your materials and determine if it is a good fit for your audience.

This very successful workshop which has been offered nationwide has been recently updated to include; results of an in-depth national assessment that provides deeper insight into what triggers environmental stewardship from every day citizens; startling new findings on photos and logos; message approaches that conservation communicators can "borrow" from Amazon, Netflix, and other online powerhouses; tips on grammar choices that makes your readers mad-and how to avoid that!



REGISTER BY JUNE 9

www.waquoitbayreserve.org

*There is no cost to attend,
but pre-registration is required.*

Contacts:

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MORE THAN A MESSAGE



FRIDAY, JUNE 12, 2015

9:00AM - 3:30PM

HYANNIS GOLF COURSE, 1840 IYANNOUGH ROAD, HYANNIS, MA

EVEN THE STRONGEST MESSAGE WON'T DELIVER ITSELF!

Beyond Water Words That Work!

Many organizations do outreach as a key part of achieving their mission yet most find it to be a very challenging aspect of their work.

Water Words That Work's newest training will teach you how the pros plan their outreach campaigns, measure their accomplishments, and do it even better next time. The *More Than a Message* training provides big concepts and practical tips participants need to plan and carry out their communication work.

Presented by Eric Eckl, Water Words That Work, LLC

TARGET AUDIENCE:

- Non-profit organizations
- Community-based groups
- Municipal boards and committees
- Local officials
- Federal & state agency staff
- Anyone responsible for outreach & communication efforts

OBJECTIVES:

Plan successful communication efforts: Learn to distinguish successful and unsuccessful communication efforts -- and how to draw up the best plan possible for the resources you have available to you.

Reach new audiences: Explore how to research your target audience using mass media, direct marketing, and online techniques to find your audience and deliver your message.

Develop next steps for messaging: Learn how you can use "the slope" to predict and measure the number of people who notice and respond to your message. Discover what it takes to turn simple actions into big steps that really make a difference.

Cultivate a relationship with your target audience: Learn how to develop a long-term engagement strategy to increase effectiveness.

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Water Words That Work

Instructor Eric Eckl founded Water Words That Work LLC as a marketing and public relations firm for nature protection and pollution control organizations. Since 2009, the company has assisted more than 50 conservation organizations, including the National Park Service, the Alliance for the Chesapeake Bay, the Southwest Florida Water Management District, the Minnesota Association of Watershed Districts, the Ogeechee Riverkeeper, and many others.

Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations. His past employers include Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the White House Council on Environmental Quality.

Eric has appeared in countless media stories, including CNN and the New York Times. He is a frequent speaker at environmental, marketing, and technology conferences.

