

Get Your Message Out With Water Words That Work!

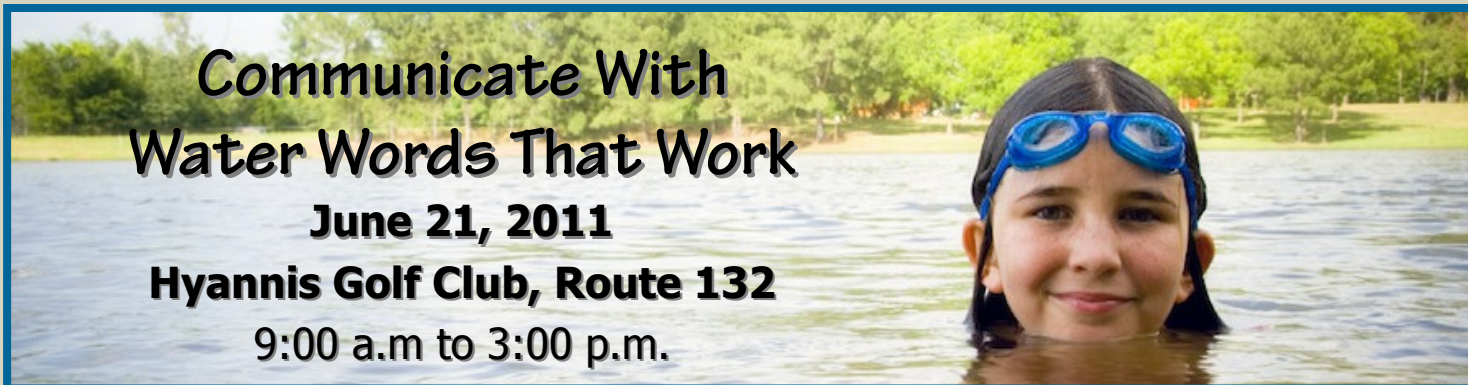
THE WAQUOIT BAY RESERVE COASTAL TRAINING PROGRAM AND THE WOODS HOLE SEA GRANT PROGRAM ARE OFFERING THIS WORKSHOP DESIGNED TO TEACH YOU HOW TO MAKE A *SPLASH* WITH YOUR COMMUNICATIONS!

Communicate With Water Words That Work

June 21, 2011

Hyannis Golf Club, Route 132

9:00 a.m to 3:00 p.m.



In **Water Words That Work**, 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 take a stand or take action on behalf of our rivers, lakes, and oceans. The Water Words That Work environmental message method is a four-step process for transforming professional language into action language that will help make your next coastal issue awareness and behavior change campaign a success. As you know, conservation, coastal management and controversy go hand in hand. Sooner or later, the mud will fly and your work and your reputation will be on the line. In **Combat Communications For Conservationists**, you will hone messaging skills you need to set the record straight and ensure your message gets out..



Instructor Eric Eckl—Eric founded Water Words That Work, LLC and has more than 15 years experience planning and carrying out issue advocacy, fundraising, and behavior change campaigns. He is a sought-after speaker for environmental, marketing, and technology conferences. Eric has appeared on CNN, been quoted in the New York Times and sits on the editorial committee for the Center for Watershed Protection. Currently, he serves on the Board of Directors for the Green Media Toolshed.

Easy On-line Registration

www.waquoitbayreserve.org

Space is Limited, Register Early

Who Should Attend: Anyone who communicates to public audiences and decision-makers about water, watershed, conservation and coastal management issues.

Cost: \$35.00 includes lunch and materials.

Please make checks payable to:

CPWB/Attn: Water Words

P.O. Box 3092

Waquoit, MA 02536

Discounts may be available for local officials, please contact Tonna-Marie Rogers at 508-457-0495 x110 or tonna-marie.surgeon-rogers@state.ma.us

