

Make a Splash with Your Communications

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 act on behalf of our rivers, ponds, lakes, and oceans.

Workshop Overview

Part 1 - 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.

Part 2 - The Environmental Message Method, Steps 1-4

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.

Part 3 - The Environmental Message Method, Steps 5 & 6

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.

Communicate with Water Words That Work

Instructor Eric Eckl

**Double Tree by Hilton
287 Iyannough Road, Hyannis**

**March 14, 2014
9:00 am - 4:00 pm**

REGISTER TODAY

www.waquoitbayreserve.org

Who Should Attend: Anyone who communicates to public audiences about water resources (drinking water, stormwater and wastewater) as well as land conservation, habitat restoration and watershed management. Relevant for local officials, municipal staff and board members, environmental organizations, federal and state agency staff, scientists and consultants.

Cost: \$25.00 includes lunch and materials
Please make checks payable to:

Waquoit Bay Reserve Foundation (WBRF)
Attn: Water Words
P.O. Box 3522
Waquoit, MA 02536

For additional information please contact:
Tonna-Marie Rogers at 508-457-0495 x110 or
tonna-marie.surgeon-rogers@state.ma.us



Water Words that Work

*Make a Splash with
Your Communications*

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.

