

Get Your Message Out With Water Words That Work!
Communicate With Words That Work

MSU Coastal Research and Extension Center, Biloxi, MS

February 3rd, 2011

WORKSHOP AGENDA

8:30 am to 9:00 am	Registration and Coffee
9:00 am to 10:30 am	Water Words That Work, Part I
10:30 am to 10:45 am	Break
10:45 am to 12:15 pm	Water Words That Work, Part II
12:15 pm to 1:30 pm	Lunch On Your Own
1:30 pm to 3:00 pm	Combat Communications for Conservationists

SESSION DESCRIPTIONS

Water Words That Work I & II:

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 take a stand or take action on behalf of our rivers, lakes, and oceans.

Combat Communications for Conservationists:

Conservation 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 this training, you will hone messaging skills you need to set the record straight and come out on top!

