

Get Your Message Out With Water Words That Work!
Take Aim With Your Water Words Message

MSU Coastal Research and Extension Center, Biloxi, MS

February 4th, 2011

WORKSHOP AGENDA

8:30 am to 9:00 am	Registration and Coffee
9:00 am to 10:30 am	More Than a Message, Part 1
10:30 am to 10:45 am	Break
10:45 am to 12:15 pm	More Than a Message Part 2
12:15 pm to 1:30 pm	Lunch On Your Own
1:30 pm to 3:00 pm	Take Aim at Target Audiences

SESSION DESCRIPTIONS

More Than a Message I & II:

Even the strongest message won't deliver itself! Learn how the pros plan their campaigns, measure their accomplishments, and do it even better next time. This course provides a conceptual framework and practical tips to get the most out of the dollars and hours you put into your communications and outreach efforts.

Take Aim at Target Audiences:

Environmental communications — with precision! Learn how political and commercial campaign pros pick and choose their targets so they get the most bang for every dollar and hour they spend. Then learn how you can use their techniques to improve your next pollution prevention, environmental awareness, or fund raising campaign.

