Everywhere we turn we find the need for better public communication. We must become great communicators so we can engage our communities on topics such as drought, rates, upgrades due to regulations, construction projects, what-to-flush, relining projects, odors, overflows and more.

How can you transform your agency from a silent service into one that is well known and respected in your community?

Through communications! This workshop will teach you the essentials of a communications program and how to implement on

Participants will learn:

- Why a communications program is critical to your agency’s objectives
- How to make more informed decisions around communications/planning
- How to convey the value of a communications program to colleagues
- The key components of a media relations program
- To develop a media relations and crisis communication policy/plan
- How to identify your communication toolkit priorities & make an action plan

This workshop is open to all water professionals seeking to develop communication skills, including directors, general managers, communication professionals and entry-level staff.

This workshop is hosted by CASA’s Communications Workgroup. The facilitators are communication leaders for some of California’s largest wastewater and resource recovery agencies. The workshop is organized by CASA and CWEA.

For more information visit www.casaweb.org

Two Workshops:

Tuesday, October 18
East Bay Municipal Utility District
Training Resource Center, 2nd Flr
375 11th St, Oakland, CA 94607

Thursday, October 20
Orange County Sanitation District
Board Room
10844 Ellis Avenue
Fountain Valley, CA 92708

Contact Hours 5.2 hours

CWEA certifications: Electrical Instrumentation (EI); Mechanical Technology (MT); Collection Systems Maintenance (CSM) Environmental Compliance Inspector (ECI); Laboratory Analyst (LAB); and Industrial Waste Treatment Plant

EARLY BIRD RATE DEADLINE IS OCTOBER 3RD
## Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9:30-10:00</td>
<td>Registration</td>
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<tr>
<td>10:00-10:05</td>
<td>Welcome</td>
</tr>
<tr>
<td>10:05-10:10</td>
<td>California water/wastewater agency communications survey results</td>
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<tr>
<td>10:10-10:30</td>
<td>Real-life case studies</td>
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<td>• Making the case for a rate increase</td>
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<td>• Engaging the community in solving a problem</td>
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<td>• Building community ties through tours and open houses</td>
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<tr>
<td>10:30-10:45</td>
<td>Session 1: Value of communications and risks of not communicating</td>
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<td>10:45-11:30</td>
<td>Session 2: Media relations and crisis communications</td>
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<tr>
<td>11:30-12:00</td>
<td>Session 3: Essentials of a communications toolbox</td>
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<tr>
<td>12:00-12:40</td>
<td>Lunch (lunch will be provided)</td>
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<tr>
<td>12:40-2:15</td>
<td>Group Interactive Sessions</td>
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<tr>
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<td>1. Convey the need for a communications program to others</td>
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<td>2. Begin to develop a media relations and crisis communication policy/plan</td>
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<td>3. Identify your communication toolkit priorities and make an action plan</td>
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<td>2:15-2:50</td>
<td>Panel Discussion</td>
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<td>Ask a Communications Professional - an open Q&amp;A forum</td>
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<td>2:50-3:00</td>
<td>Wrap-up</td>
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## Registration Form

**Price Per Attendee**  
(Includes lunch)

- $196

**Choose a Location**
- [ ] Oakland  
  10/18
- [ ] Fountain Valley  
  10/20

**PLEASE PRINT OR TYPE YOUR INFORMATION**  
(one form per person please)

- **NAME:** ____________________________
- **TITLE:** __________________________
- **AGENCY:** __________________________
- **ADDRESS:** __________________________
- **CITY:** ___________________________
- **STATE:** ___________  
  **ZIP:** ___________________________
- **PHONE NUMBER:** ( ) ___________________  
  **FAX:** ( ) ____________________
- **E-MAIL:** __________________________

Please indicate payment method:
- [ ] CHECK
- [ ] PURCHASE ORDER (attached)
- [ ] VISA
- [ ] MASTERCARD
- [ ] DISCOVER
- [ ] AMEX

Name of Account holder: __________________________

Account number: __________________________

Expiration date: ___________  
Billing zip code: __________________________

SIGNATURE: __________________________

Please make checks payable to: CWEA 2016 Communications Specialty

**Send registration form and payments to:**

Fax (510) 382-7810

Or, mail to: CWEA 2016 Communications Specialty  
7677 Oakport Street, Suite 600, Oakland, CA 94621-1935

**Registration Questions, please contact:**

Leslie Carino, CWEA Education Coordinator  
510-382-7800 x107 or lcarino@cwea.org

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Full payment or purchase order is required to process registrations. If you have to cancel, written cancellation notice is required and must be received at least 15 days prior to the workshop date. A 25% service fee shall be retained on all cancellations. No refunds shall be given for cancellations made less than 15 days prior to the event. A written special service request is required 30 days in advance.