

Free Communications Webinars Set for November, December, January

Pennsylvania Association of Conservation Districts and Water Words That Work, LLC are partnering on four upcoming environmental communication trainings starting in November 2016 and ending in January 2017.

Click here for a detailed description of the training. <http://www.waterwordsthatwork.com/environmental-outreach-training>

You have two options to participate:

1. Attend the regular 3 training sessions, OR
2. Enroll in the certificate program which involves homework assignments.

For more on what to expect, watch our orientation video: <http://bit.ly/otc-overview>

Water Words That Work - Workshop Summary

Make a splash with your communications! This course is designed for early and mid-career environmental professionals who have public outreach responsibilities as part of their jobs. You'll discover what words and pictures turn your audience on, what turns them off, and why. After completing this class, you'll approach your next website, brochure, email blast, sign, social media post, advertisement, presentation, or other public-oriented message with confidence. This course will consist of 3 instructor-led, webinar sessions. All sessions begin at 1:00 p.m. Eastern Time.

- Part 1 Session. "The Perils of Preaching to the Choir," [Tuesday, Nov 29](#), 90 minutes
- Part 2 Session. "The Message Method Steps 1-4," [Wednesday, Nov 30](#), 90 minutes
- Part 3 Session. "The Message Method Steps 5-6," [Thursday, Dec 1](#), 90 minutes

To Register:

<https://pacd-wwtw-nov.eventbrite.com>

More Than A Message - Workshop Summary

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. The More Than a Message training provides big concepts and practical tips you need to plan and carry out your effort. The workshop trains you how to target specific audiences, deliver your message to them, and hold their attention long enough to have your desired impact.

This course will consist of 3 instructor-led, webinar sessions. All sessions begin at 1:00 p.m. Eastern Time.

- **Part 1 Session.** "What happens to your message once it's out there?," [Tuesday, Dec 6](#), 90 minutes
- **Part 2 Session.** "Ready, Aim, Fire! or Ready, Fire, Aim?," [Wednesday, Dec 7](#), 90 minutes
- **Part 3 Session.** "Plan Your Work, Work Your Plan," [Thursday, Dec 8](#), 90 minutes

To Register: <https://pacd-mtam-dec.eventbrite.com>

PERFECT OUTREACH PROJECTS - Workshop Description

On time, on budget, on message. So easy to say. So hard to do. In this training series, you will learn how outreach projects can go wrong and how to reduce your risk of a self-inflicted disappointment. The Perfect Outreach Project series provides a practical introduction to the art and science of project management" leading teams of people to successful outreach outcomes.

This course will be offered twice. Each will consist of 3 instructor-led, webinar sessions. All sessions begin at 1:00 p.m. Eastern Time.

December 2016 training:

This course will consist of 3 instructor-led, webinar sessions. All sessions begin at 1:00 p.m. Eastern Time.

- Part 1 Session. "Constructive Committees & Securing Signoffs," [Tuesday, Dec 13](#), 90 minutes
- Part 2 Session. ""Role" Up Your Sleeves. "Role" with the Punches," [Wednesday, Dec 14](#), 90 minutes
- Part 3 Session. "Chickens and Eggs," [Thursday, Dec 15](#), 90 minutes

To Register: <https://pacd-pop-dec.eventbrite.com>

January 2017 training:

- Part 1 Session. "Constructive Committees & Securing Signoffs," [Tuesday, Jan 10](#), 90 minutes
- Part 2 Session. ""Role" Up Your Sleeves. "Role" with the Punches," [Wednesday, Jan 11](#), 90 minutes
- Part 3 Session. "Chickens and Eggs," [Thursday, Jan 12](#), 90 minutes

To Register: <https://pacd-pop-jan.eventbrite.com>