



Wisconsin Great Lakes Areas of Concern
Water Words that Work Workshop

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.

June 14, 2012

Workshop 10 a.m. to 4:30 PM

*Zoofari Center, Milwaukee County Zoo
10001 West Blue Mound Road
Milwaukee, Wisconsin 53226*

Meeting Agenda

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| 10 AM | Registration and Coffee |
| 10:30 AM | Part 1. Reconnect with the perspective that everyday citizens have on nature protection and pollution control, and discover the shocking secret of what motivates them to take action. |
| Noon | Lunch at Zoofari (Catered, on-site, registration required) |
| 1 PM | Part 2. Master steps 1 through 4 of the Environmental Message Method, step-by-step process for transforming professional language into action language that will help make your next fundraising, issue advocacy, and behavior change campaign a success. |
| 2:30 PM | Break & Refreshments |
| 2:45 PM | Part 3. Master steps 5 and 6 of the Environmental Message Method, and learn how to “open up” your message to readers and listeners from all walks of life. |
| 4:15 PM | Workshop Wrap-Up & Closing Remarks |
| 4:30 PM | Adjourn |