



Strategic Communications: H2O Conference

June 1 - 2, 2020 | The Saint Kate – The Arts Hotel | Milwaukee, WI

(Tentative Agenda as of February 21, 2020)

Monday, June 1

Morning

8:00 – 12:00 Registration

9:00 – 11:45

General Session I

Welcome & Opening Remarks: 50th Anniversary Celebration

TEDTalk

Newsjacking

Roundtable Discussion

Leveraging Social Media: Inserting Yourself into the News Cycle

10:30 – 10:45

Networking Break

Roundtable Discussion

Storytelling 101: Making it Personal

Afternoon

12:00 – 1:00

Lunch Keynote Address

Turning Your Utility into a Pillar of Your Community

1:00 – 4:00

Registration

1:15 – 5:15

General Session I Cont.

TEDTalk

What is TikTok?

Fireside Chat and Audience Q&A

Lessons from Analogous Utilities

Breakout Workshops

Crafting a Communications Plan

Roundtable Discussion

Small Group Activity: How to Pitch

Closing Remarks

Evening

5:30 – 6:30

Networking Reception

Tuesday, June 2

Morning

8:30 – 10:00 Registration

9:00 – 12:00

General Session II

Opening Remarks

TEDTalk

Roundtable Discussion

Current Events Case Study: Affordability

10:30 – 10:45

Networking Break

Featured Speaker

Social Media Wrap-up: KPI's, ROI, Gaining Followers & Scaling Up

Closing Remarks and Adjourn