



STRATEGIC COMMUNICATIONS: H2O VIRTUAL EVENT
Elevating Water Communications

June 14 – 15, 2021 | 2:00 PM – 5:00 PM ET | Virtual Event

Current as of June 10, 2021

Monday, June 14, 2021

2:00 – 2:15 | Opening Remarks

David Zielonka

Manager, Media & Communications
National Association of Clean Water Agencies
Washington, DC

**2:15 – 3:00 | Panel: Communications Lessons Learned from Quarantine:
How to Carry Forward**

Over the course of a year in coronavirus-related lockdown, communications professionals have relentlessly innovated new ways to reach their target audience, share new information, and build support for their ideas. This panel session will hear from a team of professional clean water communicators on what they have learned, how they will move forward, and what they will be leaving behind as we head into the “new normal.”

Moderator

Sara Aminzadeh

Vice President of Partnerships
US Water Alliance
San Francisco, CA

Speakers

Sapna Mulki

Senior Consultant, Strategic Communications
Raftelis
Austin, TX

Brooke Givens

Communications and Outreach Manager
KC Water
Kansas City, MO



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Lexie Vean

Chief Communications Officer
Water Research Foundation
Denver, CO

3:00 – 3:15 | Lightning Talk: Joining Discourse on Social Media

Social media discourse can present numerous opportunities to join broad discussions around politics, culture and more. This session will share expert insights from social media strategists on how to make the most of shared cultural moments on social media that offer an opportunity to raise brand awareness, communicate values, and reach new audiences.

Clare McGough

Senior Manager
BBDO Worldwide
New York, NY

3:15 – 3:25 | Breakout Transition

3:25 – 4:45 | Breakout Problem Solving Activity: Solve a PR Issue

The best way to avoid a public relations disaster is to plan ahead but be prepared to think on your feet. In this breakout activity session, small groups will work together to solve a clean water PR crisis, ranging from PFAS to rate increases, affordability struggles, and more. Then, we will reconvene and share our findings with the larger group. Work through hypotheticals with your fellow clean water communicators as you learn how to tackle potential PR issues and leave with the skills to put those plans into action.

4:45 – 4:50 | Breakout Transition

4:50 – 5:00 | Closing Remarks

David Zielonka

Manager, Media & Communications
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Tuesday, June 15, 2021

2:00 – 2:05 | Opening Remarks

Bess McCoy

Co-Chair, NACWA's Communications & Public Affairs Committee

Public Affairs Specialist

Metropolitan St. Louis Sewer District

St. Louis, MO

2:05 – 2:45 | Keynote: Media Outreach

Have you ever wished you could candidly ask a reporter how they view your pitches, your beat, or your writing style? Wonder no more, as we sit down with a national reporter to learn inside tips on how to build media relationships, more effectively pitch stories, and land coveted op-ed space.

Speaker

Kellie Lunney

Senior Congressional Reporter

Bloomberg Industry Group

Washington, DC

2:45 – 3:00 | Lightning Talk: Navigating a Changing Media Landscape

It is no secret that traditional print newsrooms are not what they used to be, that younger Americans no longer receive or watch local news, and that the new media landscape is constantly in flux, with subscription and ad revenue models evolving faster and faster. Fortunately, we will be hearing from marketing professionals who have successfully navigated the changing media landscape on how to stay one step ahead, ensuring that you can always reach your audience.

Speaker

Blake Androff

Executive Vice President

Signal Outdoors

Washington, DC

3:00 – 3:05 | Breakout Transition



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3:05 – 3:55 | Breakout Problem Solving Activity: **Bringing Water Communications into the Community**

It is time for some fun. In this breakout activity session, we will be brainstorming new, out-of-the-box ideas for sharing the importance of clean water with the communities we serve. Partner with a small group of fellow clean water communicators, devise a plan to make clean water interesting, topical, and – most importantly – fun, then inspire your colleagues when you share those ideas with the larger group. This is your chance to flex those creative muscles, meet like-minded clean water professionals, and bring new ideas back to your utility.

3:55 – 4:00 | *Breakout Transition*

4:00 – 4:15 | Lightning Talk: **Working with Influencers**

As digital natives grow older, a larger and larger percentage of the population will be receiving their news, entertainment and education from social media, which means: time to talk influencers! We will be hearing from the founder of one of the largest influencer marketing firms how to leverage influencer partnerships, calculate ROI, and more.

Speaker

James Nord

Founder & Chief Executive Officer

Fohr

New York, NY

4:15 – 5:00 | Campfire Discussion: **Rallying the Troops – Implementing Internal Communications and Lessons Learned from a Year in Quarantine**

Of all the difficulties the coronavirus pandemic presented, few were felt more uniformly than managing internal communications. And yet, clean water utilities around the country found ways to foster community among colleagues and maintain continuity of service through regular communications. Join in this large group discussion and share how your utility approached internal communications and how to leverage these new approaches going forward.



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Discussion Leader

Jean Smith

Co-Chair, NACWA's Communications & Public Affairs Committee

Senior Manager

Northeast Ohio Sewer Regional District

Cleveland, OH

5:00 | Closing Remarks

David Zielonka

Manager, Media & Communications

National Association of Clean Water Agencies

Washington, DC