



Strategic Communications: H2O

Mission Focused Communications for Today's Clean Water Utilities

July 26 - 27, 2017

(Immediately following NACWA's Utility Leadership Conference)

Hyatt Regency St. Louis at The Arch

St. Louis, MO

(Agenda as of July 12, 2017)

All meetings will take place on the 2nd floor.

*Denotes Confirmed Speaker

Wednesday, July 26

Afternoon

12:30 – 1:30 Registration

Regency Ballroom D Foyer

1:00 – 1:15

Regency Ballroom D

Welcoming Remarks

Cathy Gerali*

NACWA Officer

District Manager

Metro Wastewater Reclamation District

Denver, CO

Opening Remarks

Adam Krantz*

Chief Executive Officer

NACWA

Washington, DC

Tony Viardo*

Director of Communications & Marketing

NACWA

Washington, DC

1:30 – 2:45

Regency Ballroom D

Game Change: Utility Communication Strategy in the New Clean Water Landscape

More than ever, utilities are seeing the significant impact of public opinion on operations and bottom lines. Today, clean water utilities must move beyond traditional communications models and take on a more proactive approach with ratepayers, stakeholders and the public. Panelists from the public and private sectors will discuss the very latest forward-looking strategies and best practices that are helping utilities navigate the complex arena of public opinion and prepare for the future.

Keynote Address

Richard S. Levick*
Chairman & Chief Executive Officer
LEVICK
Washington, DC

Panel Discussion

Game Change: Utility Communication Strategy in the New Clean Water Landscape (continued)

Moderator

Tony Viardo*
NACWA

Panelists

Alan Heymann*
President
Blue Drop, LLC
Washington, DC

Adam Davis*
Founding Principal
Davis Hibbits & Midghall (DHM) Research
Portland, OR

Emily Feenstra*
Deputy Director
US Water Alliance/ Value of Water Campaign
Washington, DC

2:45 – 3:00

Networking Break

3:00 – 4:15

Regency Ballroom D

The Right Game: “Branding” and Messaging in Today’s Public Agency Environment

Utilities are vital to society but often aren’t equipped with strong communications strategies. How can the sector improve its messaging and public-facing material? How can utilities and their partners better share and deploy common and successful communications principles/strategies that would both protect the utility from a reactive and proactive standpoint? Learn from some of the top communications firms in the country about the lost (or perhaps undiscovered?) art of “branding” and messaging.

Moderator

Ray Marshall*
NACWA President (2016-2017)
Executive Director
Narragansett Bay Commission
Providence, RI

Speakers

Dan Rene*
Senior Vice President
LEVICK
Washington, DC

Richard S. Levick*
Chairman & Chief Executive Officer
LEVICK
Washington, DC

Jerry Thompson*
Executive Vice President, Public Relations Director
MARC USA
Pittsburgh, PA

Jeanne K. Clark*
Public Information Officer
Allegheny County Sanitary Authority
Pittsburgh, PA

4:15 – 5:00

Regency Ballroom D

The Long Game: Media Pitching in Today's Clean Water Landscape

For public organizations, media relations may seem like either a blessing or a curse; either way, the need for effective media relations cannot be ignored. Utilities must plan to use local media narratives to their advantage, and not merely react to events—or worse, not react at all. Learn from public and private media relations experts on creating a defined, proactive narrative strategy for both local and national media.

Moderator/Speaker

Lance LeComb*
Manager of Public Information & Spokesperson
Metropolitan St. Louis Sewer District
Saint Louis, MO

Speaker

Karyn Le Blanc*
Senior Vice President
Stratacomm
Washington, DC

Closing Remarks

Tony Viardo*
NACWA

Evening

5:30 – 6:30

Regency Ballroom B

Reception & Networking Event

Thursday, July 27

Morning

8:30 – 9:30

Registration

Regency Ballroom Foyer

9:00 – 10:15

Opening Remarks

Regency Ballroom D

Tony Viardo*

NACWA

Strong on Defense: Crisis Communications...Small, Medium and Large

Whether the crisis involves legislation, ratepayers, a full-on natural disaster or something in-between, be assured that *crisis is coming*. Is your utility prepared to communicate well when it happens? Public and private sector panelists will discuss the principles of “Crisis Communications Tactics” in the context of actual real-world water utility situations. A powerful session that will help advance a real-world conversation and help shape many critical utility decisions.

Moderator

Andrew Bliss*

Vice Chair, NACWA Communications & Public Affairs Committee

Community Outreach Manager

Capital Region Water

Harrisburg, PA

Speakers

Richard S. Levick*

Chairman & Chief Executive Officer

LEVICK

Washington, DC

Sandra Kilroy*

NACWA Board Member

Assistant Director

King County Wastewater Treatment Division

Seattle, WA

Alberto M. Lázaro-Castro*

President

Lázaro Solutions LLC

Former Executive President, Puerto Rico Aqueduct & Sewer Authority

San Juan, PR

10:15 – 10:30

Networking Break

10:30 – 12:00

Strong on Offense: Digital & Social Media Strategies that *Actually Work* for Water Utilities

Regency Ballroom D

Do you know the latest trends and opinion data that should be shaping your public outreach? These panelists do. And they will use recent, high-value scientific research—surveys, studies, statistics and other public opinion data—to reveal messaging, tactics and strategies that work (and are working) specifically for water utilities.

Digital Strategies: Content Marketing

Effective communications strategy begins with data. And with limited resources, utilities gain a strong advantage with guidance on targeted messaging. Public and private sector panelists reveal high-value research data points, and the effective use of public opinion data to reach the right group with the right message on a local and national level.

Social Media Words that Work

After a year-long study of how leading/successful water agencies used Social Media *differently*, panelists reveal the tactics, habits and the “words that work,” specifically for clean water organizations. Social media is the most cost-effective and (can be) the most powerful medium a utility can use to build ratepayer relationships and influence public opinion. “Words that Work” can give utilities the all-important focus they need to efficiently invest time and resources to this important medium.

Digital Strategies Speakers

John Lisle*

Chief of External Affairs
DC Water
Washington, DC

Sam Harper*

Vice President of Delivery
Taoti Creative
Washington, DC

Social Media Speakers

Erick Eckl*

Owner
Water Words That Work, LLC
Washington, DC

Alice Fulmer*

Senior Research Manager
Water Research Foundation
Raleigh, NC

Laura Ganus*

Business Development Manager
Water Words That Work, LLC
Washington, DC

Closing Remarks & Adjourn

Tony Viardo*

NACWA