

Public Relations & Consumer Outreach

FOR: Water/Wastewater Operations & Certified Public Works Managers

DATE: Tuesday, August 24, 2010

PLACE: Wharton, Morris County

NO REGISTRATION FEE

Public Relations, Consumer Outreach and Public Notification are all about promoting understanding, support and goodwill between your water/wastewater system and the public. It's a means to protect public health, build trust with consumers through open and honest sharing of information, and establish an ongoing, positive relationship with the community. Any type of Consumer Outreach, or Public Notice can also help consumers understand rate increases and support increased funding for drinking water / wastewater treatment and source water protection.

Instruction will be provided by: Regulatory Compliance Labs

AGENDA

8:00 am - 8:30 am
8:30 am - 11:45 am

Registration
Introductions
Scope of Seminar
History of Public Relations
Methods, Tools & Tactics
Audience Targeting
Outreach Efforts
Presentations
Consumer Information
Consumer Confidence Reports
Summary & Conclusion

There will be one 15 minute break!!!

Registration Begins at 8:00 am

Session begins Promptly at 8:30 am

Instruction is from 8:30 AM until 11:45 am

This course will be held Tuesday, August 24, 2010 at the Wharton Borough American Legion, 99 North main Street, Wharton, NJ

DIRECTIONS

FROM THE EAST: Take Interstate #80 West to Exit #34A (Wharton Boro, Route #15 Exit). Route #15 South to first traffic light (E. Dewey) make a right. Take E. Dewey to North Main Street (first traffic light) make a left. The American Legion is approximately ¼ mile down. (99 North Main Street)

FROM THE WEST: Take Interstate #80 East to Exit #34 (Wharton Exit). Follow North Main Street

FROM THE NORTH: Take Route #287 South to Interstate #80 West and follow the (From the East) directions listed above, or take Route #15 South into Wharton and follow the (From the East) directions listed above, or take Route #206 South to Route #80 East and follow the (From the West) directions listed above.

FROM THE SOUTH: Take the Garden State Parkway North to Route #287 North to Interstate #80 West and follow the (From the East) directions listed above, or take Route #206 North to Interstate #80 East and follow the (From the West) directions listed above, or take the Garden State

3.0 WATER/WASTEWATER TRAINING CONTACT HOURS (TCHS) WILL BE ISSUED FOR THIS COURSE.

1.0 TECHNICAL, 2.0 MANAGERIAL C.P.W.M. CREDITS WILL BE ISSUED FOR THIS COURSE.

0.3 CEU's WILL BE ISSUED FOR THIS COURSE