

Public Relations & Consumer Outreach

FOR: Water/Wastewater Operations & Certified Public Works Managers

DATE: Thursday, August 26, 2010

PLACE: Egg Harbor City, Atlantic 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 Thursday, August 26, 2010 at the Egg Harbor City Fire Department, Philadelphia Avenue, Egg Harbor City.

DIRECTIONS

FROM THE NORTH, SOUTH, OR EAST: Take the Garden State Parkway to the Atlantic City Rest Area. Take the exit from the rest area (Jimmie Leeds Road, County Rt. #561). At the light at the bottom of the ramp, make a left. Stay on Jimmie Leeds Road till you come to Route #30. Go West on Route #30 into Egg Harbor City to Philadelphia Ave. / (Route #563), make a right on Philadelphia Ave., go past Campe Street, the Fire House is on your left.

FROM THE WEST: Take Route #30 East, into Egg Harbor City, and follow directions listed above.

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