

Water Words that Work

A workshop with communication expert Eric Eckl

Make a splash with your communications! Relearn the language that everyday citizens use and you will become more confident and successful as you set out to enlighten the uninformed and persuade the undecided to take action on behalf of our rivers, lakes, and oceans.

Thursday, May 5, 2016 | 10:00 am-4:30 pm
Save The Bay, Providence, RI



Part 1: The perils of preaching to the choir. Learn how and why most environmental messages miss the mark. After completing this training, you will be able to spot the signs of "preaching to the choir" and recognize when you are sending messages that go over your target audience's head.

Part 2. The Environmental Message Method, Steps 1-4. Learn to transform professional-level conservation writing into messages that are suitable for everyday citizens. You will learn steps 1-4 of the "Environmental Message Method": Begin With Behavior, Foolproof Photos, Swap the Shoptalk, and the Words That Work.

Part 3. The Environmental Message Method, Steps 5 and 6. You will learn to incorporate storytelling techniques into your message, and how to measure the reading level of your materials and determine if it is a good fit for your audience.

Updated in 2015 to include:

- Results of an in-depth national assessment that provides even deeper insight into what triggers environmental stewardship from everyday citizens
- Startling new findings on photos and logos
- Message approaches that conservation communicators can "borrow" from Amazon, Netflix, and other online powerhouses
- Tips on grammar choices that makes your readers mad -- and how to avoid them

Audiences: scientists, public officials, natural resources professionals, environmental educators, and anyone else interested in communicating environmental messages more effectively! [Check out some of the testimonials.](#)

Cost: Thanks to NOAA funding, we're able to offer this workshop for the very low price of **\$25!** A light breakfast and lunch are included. Seats are limited so **[please register](#)** today (<http://asri.doubleknot.com/event/water-words-that-work/1899817>). Registration deadline is April 27, 2016.

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Eric Eckl's role models include Aldo Leopold, Martin Luther King, Maximilian Berlitz, and P.T. Barnum.

Eric loves campaigns and would run for office if he could give the job to somebody else after winning. Instead, he helps conservation and environmental organizations with pollution prevention, fundraising, and issue advocacy campaigns.

Eric founded Water Words That Work LLC as a marketing and public relations firm for nature protection and pollution control organizations.

Since 2009, the company has assisted more than 200 conservation organizations, including the National Park Service, U.S. Environmental Protection Agency, the Alliance for the Chesapeake Bay, the Southwest Florida Water Management District, the Minnesota Association of Watershed Districts, the Ogeechee Riverkeeper, and many others.

Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations. His past employers include Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the White House Council on Environmental Quality.

Eric's skills include message development, online outreach, market research, training, and business development. He has appeared in countless media stories, including CNN and the New York Times. He is a frequent speaker at environmental, marketing, and technology conferences.

