



## **THREE Free Communication Webinar Series for Conservation Districts**

How do we get more participation in our programs?  
How can we effectively reach our target audiences and the general public?  
What are the most cost-effective means to get the word out about our programs?

*Find out answers to these questions and more during these three webinars.*

Each webinar series consists of three sessions. Please mark your calendar for all three dates so you don't miss part 1, part 2, or part 3. Each session builds on the previous one so don't miss out!

### **Training Overview, Dates and Registration Link**

**Water Words That Work**  
*"Make a splash with your words and pictures."*

**Three sessions**  
**January 18, 20 and 25, 2022**  
**From 1:00pm-3:00pm**

**PACD** **WATER WORDS THAT WORK**

### **Water Words That Work (Jan. 18, 20 and 25 from 1-3pm)**

Make a splash with your words and pictures! Relearn the language that everyday citizens use and become more confident and successful with your outreach. This course provides unique insights into what words and pictures turn your audience on, and off.

**Detailed Training Description and Register Link: [Registration limited to 100 spots](https://us02web.zoom.us/meeting/register/tZ0vd-Gupj0oEtV8iCdcxWzpoYzUIpmjwHeA)** (Direct link: <https://us02web.zoom.us/meeting/register/tZ0vd-Gupj0oEtV8iCdcxWzpoYzUIpmjwHeA>)



**More Than A Message**  
*"Because even the strongest message won't deliver itself."*

**Three Sessions**  
**February 8, 10 & 15, 2022**  
**From 1:00pm-3:00pm Eastern**




### **More Than A Message (Feb. 8, 10 and 15 from 1-3pm)**

Even the most compelling messages won't deliver themselves! This course explores modern outreach concepts such as market research, targeting, delivery, and engagement. You will learn how to give upper management and funders the "measurable results" they are demanding!

**Detailed Training Description and Register Link: [Registration limited to 100 spots](https://us02web.zoom.us/meeting/register/tZYpcOmrrjooHdVa4vkcrpNkkdZfhCvD-5dk)** (Direct link: <https://us02web.zoom.us/meeting/register/tZYpcOmrrjooHdVa4vkcrpNkkdZfhCvD-5dk>)



**Perfect Outreach Projects**  
*"On time, on budget, on message. Easy to say, hard to do."*

**Three Sessions**  
**February 22 and 24, March 1, 2022**  
**From 1:00pm-3:00pm Eastern**




### **Perfect Outreach Projects (Feb. 22, 24 and March 1 from 1-3pm)**

On time, on budget, on message. That's easier said than done. This course explores common outreach project pitfalls and how to manage them. You will also learn how to assemble your team and coax more cooperation from team members.

**Detailed Training Description and Register Link: [Registration limited to 100 spots](https://us02web.zoom.us/meeting/register/tZYldu-gqTgpG9VnJfxt1WeW-KZdesFC5mSC)** (Direct link: <https://us02web.zoom.us/meeting/register/tZYldu-gqTgpG9VnJfxt1WeW-KZdesFC5mSC>)