

# Water Words That Work

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Held on Tuesday, December 5, 2017 | 9:30 am-4:00 pm

RIDEM, 235 Promenade St, Providence, RI

A workshop with communication expert [Eric Eckl](#)

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.

**Part 1. The perils of preaching to the choir.** You will discover how to spot the signs of "preaching to the choir" and recognize when you are sending messages that miss the mark or antagonize your audience.

**Part 2. The Environmental Message Method, Steps 1-4.** You will learn a proven step-by-step method to translate professional-caliber information into messages for the general public.

**Part 3. The Environmental Message Method, Steps 5 and 6.** You will discover techniques for getting others to vouch for you, and you will learn how to scientifically measure how easy or difficult your writing is to read.

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. **6 AICP credits available.**

**Cost:** Thanks to NOAA funding, we're able to offer this workshop for the very low price of \$25! Lunch is included.

**Contact:** Jennifer West, [jennifer@nbnerr.org](mailto:jennifer@nbnerr.org), 401-222-4700, x 7413.

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## Speaker Biography

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