



# CEER

Conference on  
Ecological and  
Ecosystem  
Restoration

Elevating the Science and Practice of Restoration  
*A Collaborative Effort of NCER and SER*

July 28-August 1, 2014 • Hilton Riverside • New Orleans, Louisiana



## Workshop on Communication and Strategic Outreach

Monday, July 28, 2014 [10AM - 5PM - Chemin Room #4 & 7]

Workshop Fee: \$50 – *Attendance limited to 25 people.*

### Introduction and Overview

Biodiversity Project, a nonprofit environmental communications organization in Chicago, will offer a communications workshop to CEER 2014 attendees. Designed to increase limited staff capacity and make public education and outreach efforts more effective, the full-day workshop will walk participants through the process of creating a communications strategy. The process includes forming measurable objectives, understanding an audience, uncovering barriers and writing messages.

Organizations and coalitions frequently must engage the public to meet restoration goals, yet communications budgets are often small or nonexistent. By following some basic communications strategies and using some standard tools, restorations groups can implement creative and, most important, effective communications campaigns, even with limited budgets.

### Workshop Outcome and Benefits of Participating

The interactive workshop provides a learning experience tailored to program, restoration and communications staff members who work in the environmental and conservation field. The workshop will provide replicable tips from communications professionals, as well as case studies of recent work. Collectively, this session not only gives people tools they can use, but shows real-world examples of how strategic communications efforts can elevate their work, while staying in budget.

### Who Should Attend

People from nonprofit organizations, government agencies, municipalities and consulting firms are invited to attend and communications experience is not necessary. The workshop is designed to help people overcome the most common communications pitfalls by providing a step by step guide for creating communications campaigns and materials from the scratch.



**Participants will complete a workbook as we walk through eight interactive steps.**

**General Timeline:**

10 AM        Introductions and Overview  
                 Communications Strategy, Impact and Objectives and Activity  
                 Audience Analysis and Activity

12:30        Lunch on Own

1:30PM      Barriers and Activity  
                 Message

BREAK (20 Mins)

3:00PM      Message Activity  
                 Pathways, Messengers and Activities  
                 Final tips  
                 Evaluation



**Organizers and Instructor Names and Qualifications:**

**Jennifer Browning, Executive Director, Bngwgo 'Eqo o wplecvkpu**

Jennifer has 15 years of experience in the field of environmental education and communications, as well as a dedication and passion for protecting the environment.

**Rebeca Bell, Communications Director, Bngwgo 'Eqo o wplecvkpu**

With a background in grassroots organizing and a Master's degree in rhetoric and writing, Rebeca develops persuasive communications strategies and delivers compelling communication workshops.

**Organizer Contact Info:**

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