



## Getting in Step Outreach Workshop

### Fall Networking Session

Hosted by IDEM

September 16, 2010

10 a.m. – 5 p.m. (EDT)

9 a.m. – 4 p.m. (CDT)

IDEM Shadeland Office, Indianapolis, IN

*Is your message being heard?  
Is it being heard by the people who need to hear it?  
What makes people respond to environmental messages?*

The key to successful outreach campaigns is targeting your message to specific audiences and getting those audiences to respond to your message. Based on EPA's *Getting In Step – A Guide for Conducting Watershed Outreach Campaigns*, this popular workshop will review the basic building blocks for developing effective outreach campaigns through social marketing techniques.

A special focus will be placed on:

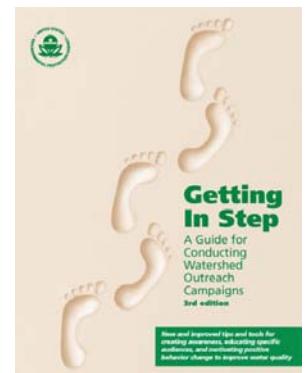
- Tools to identify and research target audiences
- Developing effective messages
- Developing and distributing the most appropriate formats for your message

Current examples of successful campaigns and outreach materials will be provided throughout the day including Clear Choices Clean Water provided by J Hoffman and L Crighton. Interactive group exercises will jump start your own outreach campaign.

**Workshop Registration:** Register by e-mail and include your name, organization and phone number to [Lschmidt@idem.in.gov](mailto:Lschmidt@idem.in.gov).

**Workshop Location:** IDEM's Shadeland Office.  
2525 North Shadeland Avenue, Indianapolis

Parking is free; bring \$6 for lunch or bring your lunch.



Download a copy of the *Getting in Step* Guide at [www.epa.gov/watershed/outreach/documents/](http://www.epa.gov/watershed/outreach/documents/)