



2018

Catalyst is a mastermind program for water educators and communicators. This program is a collaborative partnership between Rogue Water, San Antonio Water System, TAWWA and WEAT. The goal is to empower water educators from across the state of Texas with the ABCs of water communication-- assessment, branding, content, and strategy while also inspiring them through collaboration and case studies. This is a traveling summit where we learn as we explore and use San Antonio as our classroom.

Participants will gain access to speakers, both inside and outside the industry, who have demonstrated knowledge and impact in public engagement. Participants will be engaged, empowered and equipped with the tools to more effectively deploy their programs.



June 20 - 22, 2018



El Tropicano Hotel
San Antonio, Riverwalk
110 Lexington Ave

Wednesday, June 20: 5:30-7:30 pm

Community

An Evening Along the River
Networking with Friends

Thursday, June 21: 8:30-10:00 am

Branding

But Why? Why we do what we do. Education & Communication: The difference.
Greg Wukasch External Affairs Manager, San Antonio Water System

Pssst..your program is a brand. Now what? Secrets of branding for water education.
Duke Greenhill VP Creative and Strategy, J.O. Design

Tying it all together. Bridging the best of both worlds.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

10:30 am - 12:00 pm

Strategy

Tackling the Whirlwind Tent meetings, scoreboards, and health checks.
Greg Wukasch External Affairs Manager, San Antonio Water System

Winning Over the Gatekeepers Using the IQ/EQ equation to incite action.
George Hawkins CEO, Moonshot, Executive in Residence, XPV Partners

12:00 - 1:00 pm

Lunch

1:00 - 4:00 pm

Content that Connects

Secrets of the Pearl Making the old, new again.
Liz Fauerso Director of Marketing, Pearl Brewery

Perception vs Reality Corona Environmental Consulting study on customer perceptions.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

Next Generation Learning Setting up subject matter experts for success.
Megan Yoo Schneider CEO, 7 Strategies

Social Media Strategies Tips, tricks, and trends.
Jennifer Henderson President and Founder, J.O. Design

Creative Copy Writing words that get heard.
Duke Greenhill VP Creative and Strategy, J.O. Design

Video: Worth 1.8 Million Words Storytelling through video.
Ryan Beltran President and Founder, Elequa

Dinner on Your Own

Friday, June 22: Bus leaves El Tropicano 8:30 am

H₂ Oaks Center

9:15 - 10:45 am

Assessment

Changing Course When to respectfully retire a program.
Greg Wukasch External Relations Manager, San Antonio Water System

Measuring Your ROI Translating your impact to legitimize your program.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

10:45 am - 12:15 pm

H₂ Oaks Center Tour Lunch

12:15 - 1:30 pm

Tribal Collaboration

The Power of Partnerships Water as a catalyst for community transformation.
Rogue Water Stephanie Zavala (CEO) and Arianne Shipley (COO)

Your Local Community Case Study: CORE teacher program, SAWS
Greg Wukasch External Relations Manager, San Antonio Water System

Your National Community Case Study: Words on Water, WEF
Travis Loop Director of Communications and Public Outreach, Water Environment Federation

Your Global Community Case Study: Imagine H2O
Tom Ferguson VP Programming, Imagine H2O

2:15 pm

Conference Ends

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