

# PROGRAM

## Wednesday, Dec 7

*Location: THE VAULT (LTH Event Space)*

Opening Session – 4:00 pm – 5:00 pm

Mixer – 5:00 pm – 7:00 pm

## Thursday, Dec 8

*Location #1: OCEANSIDE LIBRARY*

8:30 am – 12:00 pm – **DESIGN THINKING SPRINT** (Stephanie Corso, Dr. Stacy Landreth-Grau)

What are real customers the most worried about when it comes to water and drought? During this session you'll get a crash course on how to use human-centric design to answer critical business questions through design, prototyping, and testing ideas with customers

*Location #2: PACIFIC COAST SPIRITS (Lunch will be served)*

1:00 pm – 2:30 pm – **YOUR BRAIN STORY: USING THE SCIENCE OF STORY TO BOOST THE POWER AND SUCCESS OF YOUR COMMUNICATIONS** (Kendall Haven) Sure, you can get your message in front of your key audiences' eyes and ears. But that is a long way from your actual communications target—having your messaging arrive accurately and powerfully to their conscious mind and memory. That's a very different communications challenge and the source of most communications failures. And that is where the science of story becomes your most important ally. In this session master storyteller and story science expert, Kendall Haven, will show you exactly how the human brain automatically performs two key functions: 1) how it make sense (distorts) of your incoming messages and, 2) how it subsequently creating meaning from it. Control those two processes and you control the power and impact of your communications. In this session you'll learn exactly how!

3:00 pm – 4:30 pm – **CASE STUDIES IN KICK-ASS CAMPAIGNS** (Duke Greenhill): A look at small communications campaigns that made a big difference. What are the lessons? Where are the best practices patterns? And, how can we take the lessons from the mass market to make mass change in water?

4:30 pm – 5:00 pm – **Debrief**

5:00 pm – 7:00 pm – **Mixer**

## Friday, Dec 9

Location: THE VAULT (LTH Event Space)

8:30 am – 10:00 am – **LIGHTS, CAMERA, ACTION!** (Tia Fleming, CalWEP): With a statewide drought, news outlets really want to talk water! Working with the media can be a great way to reach your audience but takes extra preparation – practice makes for less nerves, less rambling, and more slam dunks. This session will cover tips and tools to stay on message and go confidently into your media interviews.

10:00 am – 10:30 am – Break

10:30 am – 11:30 am – **SPEAKER AMA (ask me anything)** Ideas take time to percolate into your mind, and questions will pop up as you process this information. Speakers will come together again for an AMA - an opportunity for you to follow up and ask any burning questions that have popped up as you process!

11:30 am – 12:00 pm – **CLOSING KEYNOTE** (Greg Wukasch, San Antonio Water System)