

FISH PASSAGE BARRIER REMOVAL BOARD COMMUNICATIONS WORKSHOP

**Fish Passage Barrier Removal Board members,
board member communications staff, and partners
10:00 a.m. – 2:00 p.m., Friday, January 8, 2016
Association of Washington Cities: Conference Room
1076 Franklin St. SE, Olympia, WA 98501**

PURPOSE:

- A workshop to help each organization develop their own communications plans. Each organization will leave the workshop with goals, key audiences, primary messages, and priority activities for the coming year.

DRAFT AGENDA

- 10:00 a.m. Welcome**
- Review today's agenda and purpose of workshop
- 10:05 a.m. Review purpose of communications plan**
- What a communications plan is and what it is not
- 10:10 a.m. Identify ideal outcomes: What is success?**
- What's success for your organization?
 - If you are contributing ideally to the implementation of the communications plan: What's happening? How do you know it?
- 11:00 a.m. Identify key audiences**
- Who are the audiences internally (within your organization) and externally that you need with you?
 - How do you reach them?
 - Who do they listen to?
 - What do you need them to do? Why is it in their interest?
 - By what date do you need them on board?
 - What's the path to reaching them?
- 11:30 a.m. Begin to tier the key audiences**
- Who are your top 20?
 - Who are the priorities?
 - What is the sequence?

- 11:50 a.m.** ***Review materials needed***
- What information or materials do you need to support you?
 - What do your key audiences need (talking points, one-pagers, etc.)?
- 12:00 p.m.** ***Working lunch***
- Share thoughts on morning's activities
- 12:30 p.m.** ***Practice messaging***
- How do you frame the message for different audiences?
- 1:30 p.m.** ***Summarize today's accomplishments; share thoughts***
- What are the key takeaways?
 - What to do with this information?
 - What are next steps?
- 2:00 p.m.** ***Adjourn***