

**Workshop B: Biosolids Communication Toolkit - Stop Poo-Pooing Biosolids
Communication**

Thursday, May 6, 2021, 1:00 PM – 4:15 PM Eastern – Live on Zoom

- 1:00 pm** **Welcome and Introductions**
Travis Loop, Water Environment Federation
- 1:05 pm** **Agenda Review and Zoom Orientation**
Sam Villegas, Raftelis
- 1:10 pm** **Breakout #1: Table Networking**
- 1:20 pm** **Orientation to the Toolkit**
Sam Villegas, Raftelis
- 1:30 pm** **Group chat: Why is communicating about biosolids hard?**
Sam Villegas, Raftelis
- 1:35 pm** **The Power of Proactivity**
Melissa Elliott, Raftelis
- 1:45 pm** **A Strategic Approach: 4 Steps**
Matt Wittern, Raftelis
- 1:55 pm** **Breakout #2: Research Rally**
Sam Villegas, Raftelis
- 2:15 pm** **Stakeholder Mapping Demo**
Melissa Elliott, Raftelis
- 2:30 pm** **Break**
- 2:45 pm** **Mastering the Messaging**
Sam Villegas, Raftelis
- 3:00 pm** **Individual Assignment: Rewrite this**
- 3:20 pm** **Handling the Hit Piece**
Matt Wittern, Raftelis
- 3:35 pm** **Breakout #5: Hit Me with Your Best Shot**
Matt Wittern, Raftelis
- 4:00 pm** **Wrap up/Parting Thoughts**
Sam Villegas, Raftelis
- 4:15 pm** **Workshop adjourns**