

Upper Trinity Watershed Partners (UTWP)
Social Marketing Charrette
Sponsored by



Event Purpose and Description

Upper Trinity Watershed Partners (UTWP) is an informal association of organizations and individuals in the Upper Trinity River Basin (DFW Metroplex) committed to addressing shared water/watershed public education goals through networking and sharing resources. In September and October 2008, UTWP will host a series of activities designed to familiarize water educators across the region with the tools and techniques of Social Marketing, an effective method of changing the public's attitudes and behaviors in regard to critical water issues.

The UTWP Social Marketing Charrette, to be held October 1 and 2, 2008, will be an intensive, hands-on exercise through which participants will apply SM techniques to develop a behavior-change campaign to reduce common storm and surface water contaminants: fertilizers, pesticides, and nutrients. The charrette will be facilitated by Jack Wilbur, a nationally-recognized expert in developing Social Marketing-based campaigns for water issues.

Charrette participation will be limited to 30 individuals and participants will be selected through an application process. To be considered for selection, applicants should submit an application form to Erin Blackman via fax (817-695-9191) or email (eblackman@nctcog.org) no later than the close of business on **September 26, 2008**.

The cost for participation in the UTWP Charrette is \$30, and includes meals and snacks. Payment will be due upon selection as a charrette participant. A limited number of need-based scholarships may be available—please contact Erin Blackman for more information.

Participants will be selected to represent a diversity of geographic areas from within the Upper Trinity River Watershed, as well as a diversity of water-related interests and entities (including governments, water districts, nonprofit organizations, water education groups, landscape and water-oriented business/consultant interests, State and Federal agencies, etc.). To maximize participation from a variety of interests, it is likely that only one participant per entity or organization will be selected. It is expected that the participants selected would be able to use the skills derived from charrette participation in their future work with their entity or organization to train/extend knowledge to others and to facilitate implementation of Social Marketing-based campaigns in the Upper Trinity River Basin.

For more information, please visit www.trinitywatershed.org or contact Erin Blackman at (817) 695-9227 or eblackman@nctcog.org.



UTWP Social Marketing Charrette

Participant Application Form – Submit to Erin Blackman via fax (817-695-9191) or email (ebblackman@nctcog.org) by September 26, 2008. A payment of \$30 will be due upon selection.

Applicant Name: _____

Position/Title: _____

Organization: _____

Please limit responses to no more than 150 words. Submit responses on additional paper, if desired:

Please describe your areas of interest and experience in water education:

What do you hope to learn from participating in the UTWP Social Marketing Charrette?

Approximately how many people/what audiences would you estimate that your organization can impact/influence in implementing a future social marketing campaign for water issues?

Describe how your role in your organization will allow you to implement a social marketing campaign and/or share your knowledge of social marketing with others:



**UTWP Social Marketing Charrette
Applicant Participation Agreement**
(Required for all participants)

If selected as a charrette participant, I commit to the following:

- I will register for and attend the UTWP-hosted one day Social Marketing Workshop on September 11, 2008.
- I will commit to attending, in full, both days of the two day UTWP Social Marketing Charrette, October 1 and 2, 2008.
- I will be an active participant in all activities and discussions during the charrette, so that the group may benefit from my unique perspective and experience.
- I will read and complete preparatory materials as provided by UTWP prior to attending the charrette.
- After participating in the charrette, I will seek to share social marketing tools, skills, and knowledge with others to support water education and watershed protection efforts in the Upper Trinity Watershed.
- If I cannot fulfill these commitments, I will notify Erin Blackman at my earliest opportunity and another participant will be selected in my place. Refunds will be made only in exceptional circumstances.

Name: _____

Signature: _____

Date: _____