

VIRGINIA RURAL WATER ASSOCIATION PRESENTS

# Handling Wastewater Crisis Communications in the Instant Information Age

(1.0 CPE Water/Wastewater)

**Wednesday,  
July 8, 2020**

**WEBINAR**

**Registration Required**

**Description:** Water and wastewater utilities must meet their growing expectations for information, especially during crisis situations. This webinar will walk attendees through today's communications landscape, showing how they can improve overall customer communications to set up success during a crisis. The session will then walk through the key components of a crisis communication plan and show how it integrated into a utility's over emergency management plan. We will then show how the plan applies to wastewater communications and present a case study where a plan was successfully implemented during a 500,000-gallon spill. Because of how the communications were carried out, the utility's reputation improved after the spill.

**PRE-REGISTRATION IS REQUIRED**

**Instructors:** Mike McGill, President of WaterPIO

**Host:** Betty Green, EPA Training Specialist

**Webinar Time:** 3:30–4:30PM

**Cost:** \$10 - VRWA Members

\$20 - Non-Members

Webinar Link will be emailed to you after registration is complete.

**To Register:** The preferred method for registration is online at the VRWA website ([www.vrwa.org](http://www.vrwa.org)). If an attendee does not have internet access, he or she may complete the registration form on the back of this page and fax it to the VRWA office at **540-261-2465**.

For answers to questions regarding the registration process, please call the VRWA office at **540-261-7178**.



*Quality On Tap!*

2138 Sycamore Avenue

Buena Vista, VA 24416

Phone: 540-261-7178

Fax: 540-261-2465

On the web: [www.vrwa.org](http://www.vrwa.org)

**Registration Deadline: July 7, 2020**

# Handling Wastewater Crisis Communications in the Instant Information Age

## Class Registration Form

Handling Wastewater Crisis Communications in the Instant Information Age —1 CPE—Webinar—July 8, 2020

Name (as it appears on your license) \_\_\_\_\_

System/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address (required): \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_  Check Enclosed  Visa  Master Card

Name (as it appears on your card): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

3-digit CSV security code: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address for Receipt: \_\_\_\_\_

Please make all checks out to VRWA and mail to: VRWA, 2138 Sycamore Avenue, Buena Vista, VA 24416

**WEBINAR LINK - Will be emailed to the above listed email address upon completed registration and payment.**

**Cancellation Policy:** No refunds will be given for cancellations. Substitutions, however, are permitted. In the event that the class is cancelled by VRWA due to low enrollment, a full refund will be issued.

Virginia Rural Water Association  
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(540) 261-7178  
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