

EUCI Presents a Web Conference on:

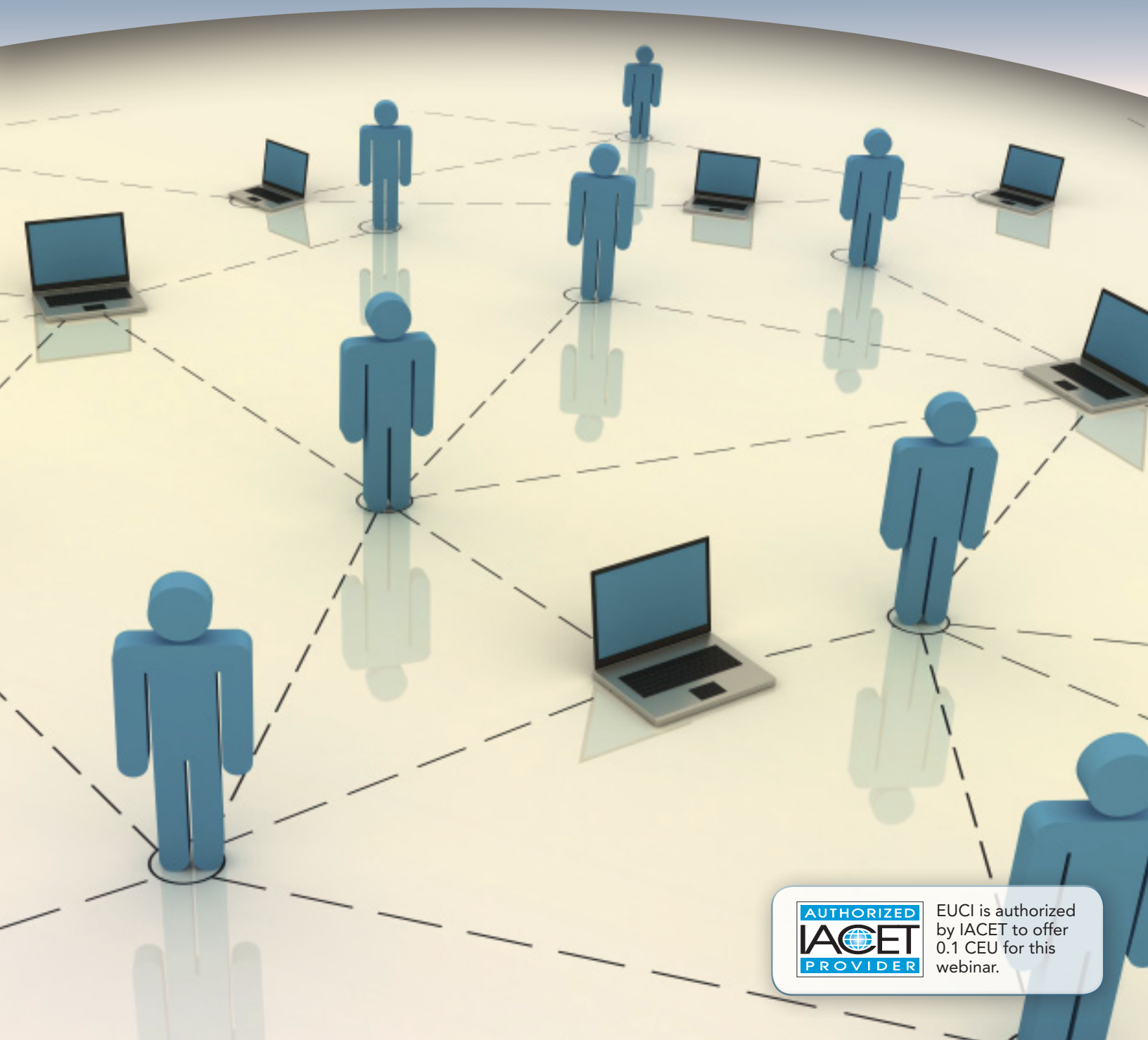
# DESIGNING AND USING YOUR ENERGY PROJECT'S WEB SITE FOR PUBLIC OUTREACH

STRATEGIES FOR PROVIDING THE ONLINE TOOLS YOUR ENERGY PROJECT NEEDS TO SUCCEED

April 6, 2010



2:30 – 4:00 PM Eastern Time



EUCI is authorized by IACET to offer 0.1 CEU for this webinar.

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## OVERVIEW

The Web site for a proposed energy project is arguably the most visible component of your public outreach strategy. In most cases, it will spend far more time in front of the public than your entire team combined. When designed correctly, your project Web site will inform and educate, answer questions, and deliver your messages to all interested stakeholders including media, regulators, governmental agencies, community groups and even internal employees. In addition, the ability to receive comments via the Web and document responses is increasingly becoming a vital component to providing due diligence in your public involvement process.

A comprehensive project web site supports the entire public involvement process. As with public meetings and media relations, planning plays a key role in the success of your Web presence. Every component; domain name, design, navigation and content, is a strategic decision. However, once you've made those decisions and your site is up and running the task is not complete. Using analytics will allow you to evaluate your design decisions and evolve your site into the informative tool your stakeholders are looking for as well as track particular areas of interest.

This web conference will address key issues for designing and launching a project Web site and other online media, opportunities to gather and document comments and responses, the tools used to evaluate Web site success, and suggestions for responding to those results.

## WHO SHOULD ATTEND

Utility and Energy Company staff to include:

- Public Communications and Local Affairs
- Those tasked with siting for new facilities
- IT and Web Design staff
- Project Managers

## LEARNING OBJECTIVES

- Analyze strategies to design an interactive project website that yields actionable information
- Identify opportunities to use analytics to improve the site and report comments, questions and areas of interest to the project team
- Review successful ways to incorporate social media and digital media into project Web site design

## AGENDA

- Planning decisions and design considerations
- Content expectations and limitations
- Design and development
- Integrating other online tools (electronic newsletters, social media)
- Getting started with analytics
- Understanding what the data says
- Using analytics to evolve your site

## IACET



EUCI has been approved as an

Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. In obtaining this approval, EUCI has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally.

As a result of their Authorized Provider membership status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

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### Requirements for Successful Completion of Program

Participants must be logged in to the web conference for its entirety to receive continuing education credit.

### Instructional Methods

Web based PowerPoint presentation and on-line interactive question/answer session.

## INSTRUCTORS

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### **Ray Outlaw, Associate, EnviroIssues**

Ray Outlaw is a project manager with EnviroIssues, a Northwest-based consulting firm focused on providing clients with the comprehensive tools needed to engage stakeholders, facilitate discussions and develop sustainable solutions. Ray specializes in ways to integrate technology with traditional public involvement strategies on projects that include Idaho Power's Boardman to Hemingway, Idaho Power and Rocky Mountain Power's Gateway West, and Bonneville Power's I-5 Corridor Reinforcement transmission line projects. Ray has helped each of these projects increase public transparency, facilitate public participation, expedite and improve comment review and analysis, and enhance user experience using interactive mapping tools, Web-based communications management systems, Web analytics, and real-time information exchange.

### **Chris Morse, Chief Technology Officer, EnviroIssues**

Chris Morse has more than 13 years of experience designing and managing internet and media projects. His background in computer science brings the necessary technical skills to EnviroIssues' public involvement practice, allowing him to recommend, design and develop the most current and appropriate online tools to share and store information for each unique outreach project. He has developed numerous Web sites for large transmission facilities, as well as other projects. He also developed EnviroIssues' communications management system which integrates with many of our project Web sites to manage contacts, comments, and related information, facilitate real-time mapping tools, and provide data access to project teams across large geographic areas.

## LOGGING IN TO THE WEB CONFERENCE

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After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an e-mail with appropriate login information and more information regarding the event 24 hours prior to the start of the event. To log on, you will need a Windows PC with a broadband connection and audio system.

### **WHAT IS A SINGLE SITE CONNECTION?**

A site connection allows a single connection to the web conference. That connection is open to any number of users in a collaborative setting. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per participant significantly.

By purchasing a site connection, you can invite as many people as you would like to view and participate in the session from a single location. Set up the session in a conference room and project the presentation and chat on a large screen. You also have rights to distribute copies of the presentation materials to everyone involved. Please note that audio is received via the computer sound system and must be broadcast to your group.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way.

If you have any technical or purchasing questions, please contact us at (303) 770.8800.

Start Time: 2:30 PM Eastern Time

United States Regional Start Times:

11:30 AM Pacific :: 12:30 PM Mountain :: 1:30 AM Central :: 2:30 PM Eastern

Use the time zone converter at (<http://www.timezoneconverter.com/cgi-bin/tzc.tzc>) to find your correct start time.

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## REGISTRATION INFORMATION

Mail or fax this form along with payment. You will receive a confirmation and/or invoice within 48 hours. Make checks payable to EUCI.

### MAIL DIRECTLY TO:

EUCI  
4643 S. Ulster St., Ste. 350  
Denver, CO 80237, USA

### ONLINE:

www.euci.com

### FAX TO:

(303) 741.0849

### PHONE:

(303) 770.8800

## REFUND / CANCELLATION POLICY

All cancellations received prior to March 19, 2010 will be subject to a US \$50 processing fee per webinar per registrant. Written cancellations received after this date will create a partial credit of the tuition good toward any other EUCI conference, publication or webinar. This credit will be valid for six months. No refunds will be given after March 19, 2010 in any case. In case of webinar cancellation, EUCI's liability is limited to refund of the conference registration fee only.

## PLEASE REGISTER THE FOLLOWING

- Designing and Using Your Energy Project's Web Site for Public Outreach  
April 6, 2010, Single Site Connection: US \$345  
**Early Bird on or Before April 5, 2010: US \$295**

- Additional Connection: US \$245  
**Early Bird on or Before April 5, 2010: US \$195 each**  
Number of additional connections: \_\_\_\_\_

- Web Conference Presentations Available on CD:**  
CDs are available 48 hours after the web conference is complete. The cost per CD is US\$295 [add US\$50 for international shipments]. Upon receipt of order and payment the CD will be shipped to you.  
*NOTE: All presentation CD sales are final and are non-refundable.*

### ENERGIZE WEEKLY

When you sign up for "Energize Weekly" you will receive a new conference presentation each week via email on a relevant industry topic. The presentations are selected from a massive library of over 1000 current presentations that EUCI has gathered during its 23 years organizing conferences.

- Sign me up for "Energize Weekly"**

How did you hear about this event?  
(Direct email, Colleague, Speaker(s), etc.)

\_\_\_\_\_

Name \_\_\_\_\_ Job Title \_\_\_\_\_

E-Mail \_\_\_\_\_

Company \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## PAYMENT METHOD

Please charge my credit card:  Visa  MC  AMEX  Discover Security Code \_\_\_\_\_

Visa and MC cards have a 3 digit code on the signature panel on the back of the card, following the account number. American Express cards have a 4 digit code on the front of the card, above the card number.

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Phone Number \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Or enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ connections.

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