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Making Risk Make Sense: Public Communication Strategies for Environmental Practitioners

Live Webinar on March 26, 2026, from 10:00 AM to 12:00 PM ET

COURSE AGENDA

1. Introduction (10 min)

- 1.1. Course Overview and Objectives
- 1.2. MCP and Risk Communication

2. Risk Communication Principles (25 min)

- 2.1. Defining Communication
- 2.2. Understanding Your Audience
- 2.3. Risk Perception and Barriers to Communication
- 2.4. Establishing Trust

3. Communication Strategies and Planning (20 min)

- 3.1. Developing Communication Plans
- 3.2. Crafting Effective Messaging

4. Effective Communication Techniques (25 min)

- 4.1. Having a Conversation
- 4.2. Presentations
- 4.3. Written Communications
- 4.4. Social Media

5. Case Studies (25 min)

6. Q&A (15 min)