

Getting In Step – Top 10 Outreach Tips that Won't Break the Bank

Building Blocks for Effective Education and Outreach

By following six simple steps, you can conduct effective outreach. From identifying outreach and education goals to evaluating success, participants will learn about each of the six steps and how they build on each other.

What It Takes to Change Behavior

Instead of selling products or services, social marketing sells ideas, attitudes, and behaviors. In this session, participants will learn how to incorporate social marketing techniques into an outreach program to generate behavior changes. In addition, participants will learn, through a group exercise, how to identify and overcome barriers to behavior change.

Evaluating Your Outreach Effort

Continuously evaluating your outreach program will help ensure that your goals will be met. Learn how to build in evaluation during the six steps of outreach.

Working with the News Media

Learn how to effectively work with the media to get your message out.

Creating Eye-Catching Outreach Materials

Receive tips on how to create attractive outreach materials. Examples of outreach materials from around the country will also be highlighted. Finally, through a group exercise, participants will evaluate sample outreach materials by using what they've learned in the workshop.

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AGENDA

June 13, 2016

Texas A&M AgriLife
Research and Extension
Center - Dallas
17360 Coit Rd
Dallas, TX 75252

9:00 AM – 4:00 PM

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