

AZ Water Communication Strategy

Branding and Marketing Challenges

Who are involved?



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Who else can we not function without?



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AZ Water Journey

- 2016- Membership Plan
- Separate committees for IT and Comms
- Inconsistent branding and content dissemination, no guidelines
- Perception of AZWater to the external community was nil.

Result: 2018- Communication Plan

Broke up the Strategic Plan

Identified key objectives and action items

Branding Guidelines for Committees

What have we done



Mktg & Brand Standard

Set and provided guidance for:

- Font usage
- Colors

Resources for Committees

Resources for Typical Needs:

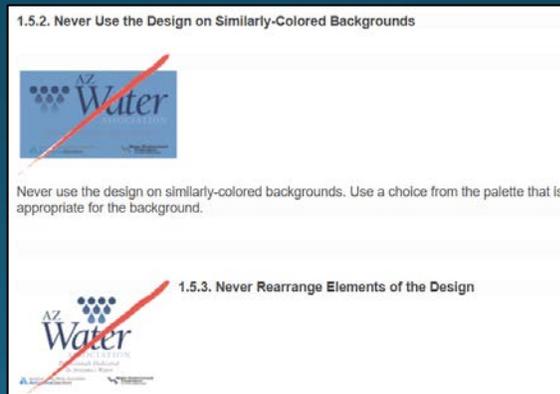
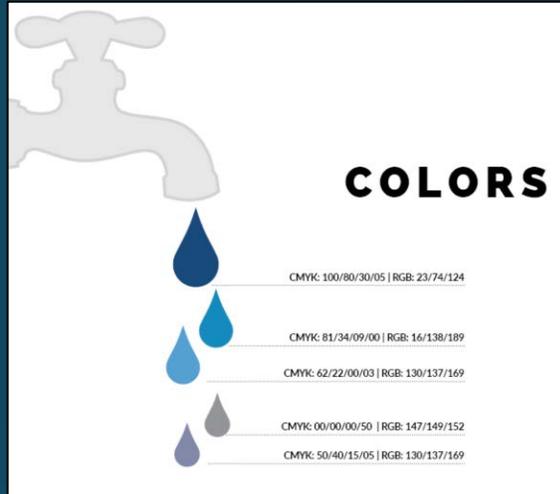
- Marketing Events
- Branding

Mktg & Brand Standards

Why? Like all well-known brands, we want to be recognized.

What does this mean?

- Visual aesthetics/standards
 - Colors, fonts, feel
- Consistency
 - Getting everyone on board
 - Reminder on logo usage



FONTS

RALEWAY

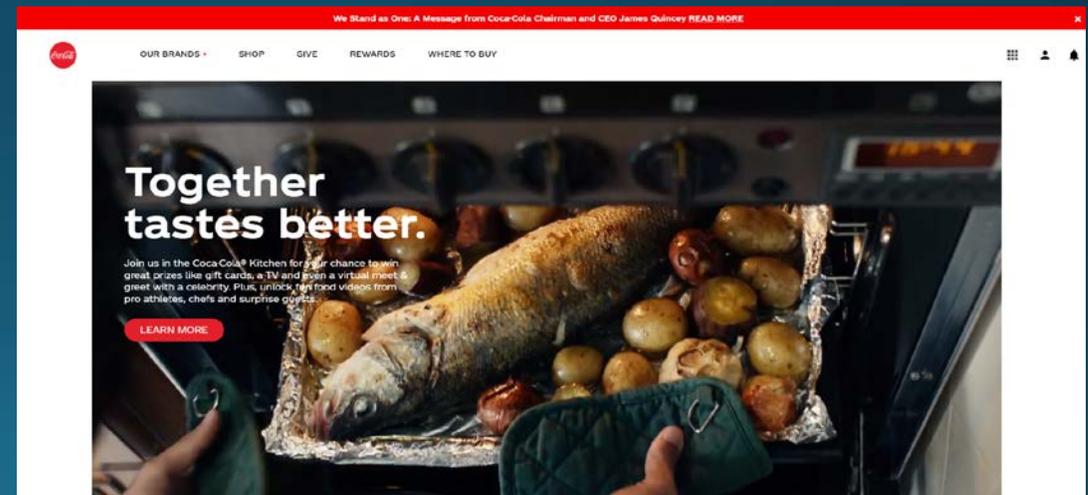
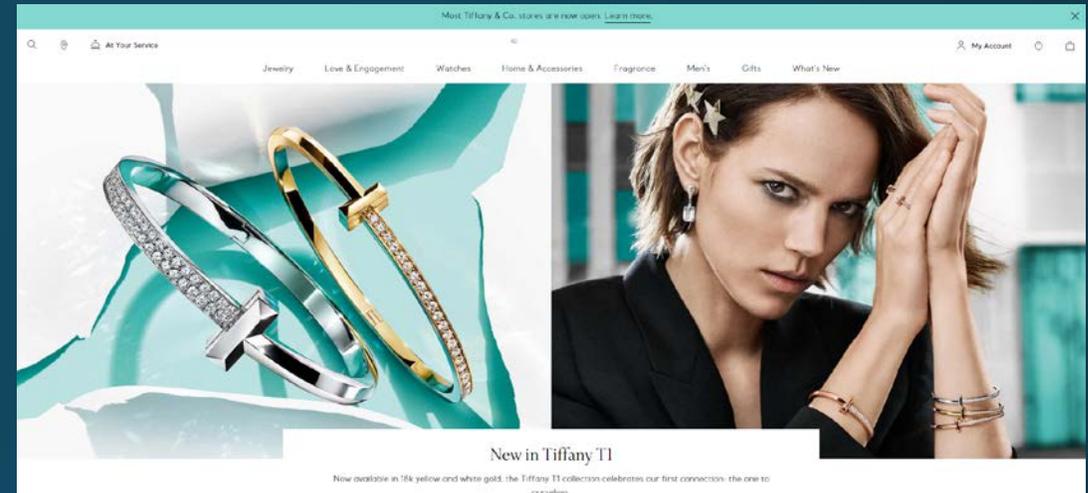
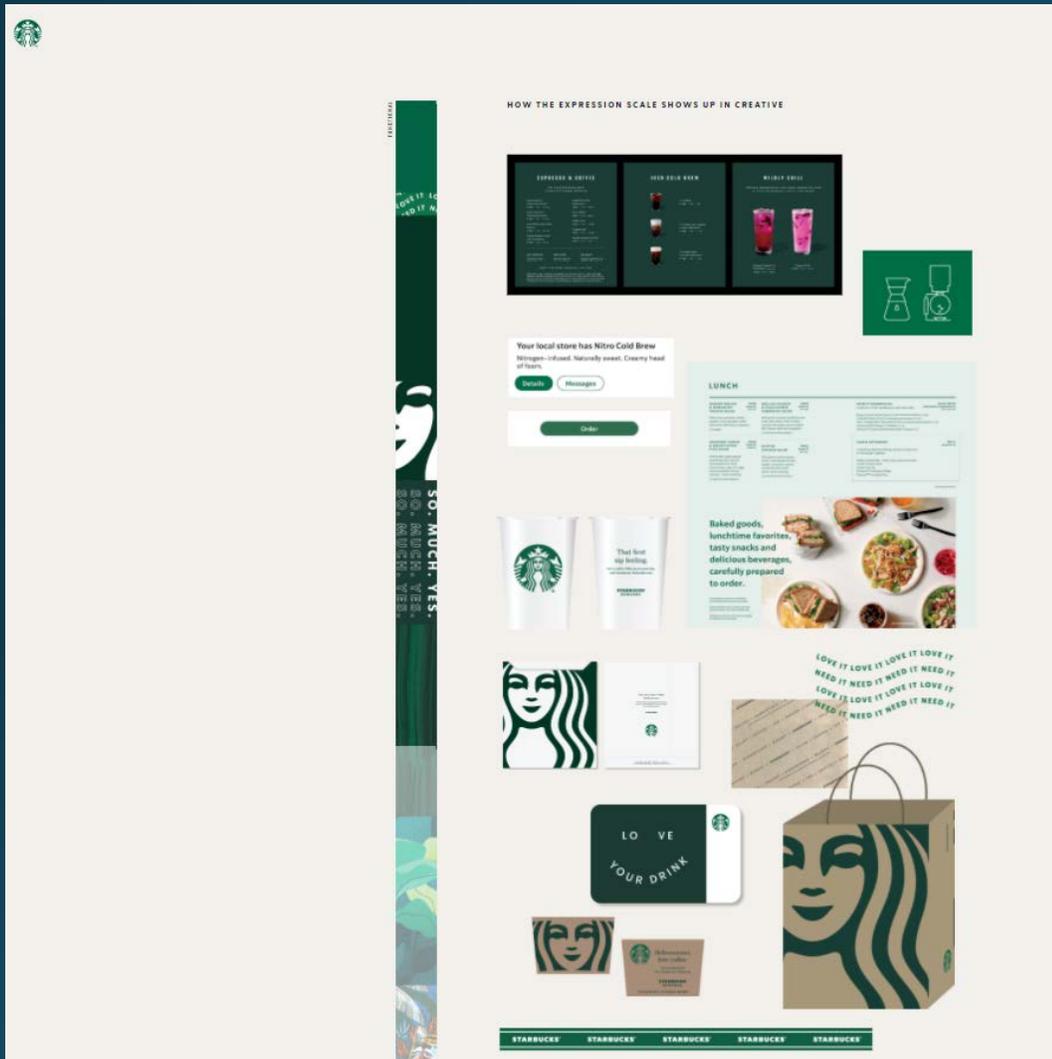
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Think...

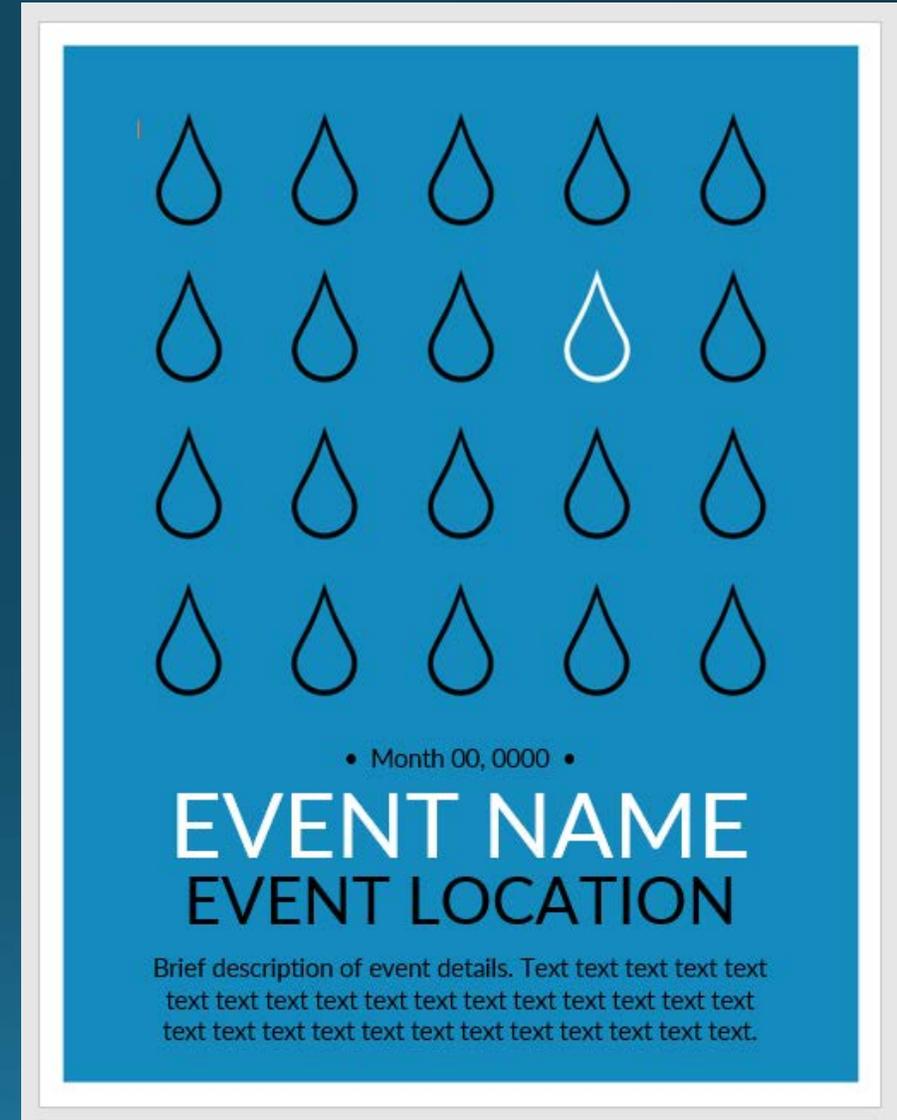


Resources!

Why? To help with consistency and efficiency!

What does this mean?

- Templates
 - Flyers, powerpoints, and web pages
- Promotion of events
 - E-newsletters, social media platforms, etc.
- Member Access
 - Maintaining the repository of resources, previously published technical info, for members.
- Onboarding experience – retention



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 - Take the Conference Survey and rate sessions
- Wait until end of each session to scan out
- Silence cell phones and electronic devices

Date: _____

Today's Highlights: _____

Water

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Thank you!

Water

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Arizona Water Quality Association | Water Environment Federation

ArizonaSection | Water Environment Federation

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- You MUST scan out for breaks and lunch or you will NOT receive credit.
- If you plan to stay in the room during a break, you must scan out, then scan back in.
- You will be emailed a link to your PDH certificate 20 to 30 days following the conference.

Water

Title

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce posuere, magna sed pulvinar ultricies, dui lectus malesuada libero, sit amet commodo magna eros quis urna.

Nullam viverra interdum enim. Fusce sit. Vivamus a tellus.

Water

Title

Header 1	Header 2	Header 3	Header 4	Header 5
Text	Text	Text	Text	Text
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Water

Title

Donor



Water

Quote

Water

THANK YOU

Water

Presentation Title

Subtitle

Water

Presentation Title

Subtitle

Water

Section Title

Subtitle

Section Title

Subtitle

1 half page picture.docx

1 large picture.docx

1 medium picture.docx

3 medium pictures, minimal info.docx

3 small pictures, less information.docx

Retreat Flyer.docx

water droplet graphics, no picture.docx

waves graphic, no picture.docx

Challenges so far...

- Internal promotion of the branding
- Consistency
- Manpower
- Shift in mentality
- Wide spectrum of user skill set

What are you struggling with?

What have you succeeded on?

THANK YOU FOR YOUR PARTICIPATION