



A UNH Technology Transfer Center Workshop  
5 Supervisory Hours

## PUBLIC RELATIONS FOR PUBLIC WORKS JUNE 1, 2017—CONCORD

**Purpose:** To discuss the issue of public relations concerning public works

**WORKSHOP FEE:** The **Municipal Registration Fee** is \$60.00 and the **Private Registration Fee** is \$120.00. This price includes instruction, materials and catering. *These rates remain low due to generous grants from the FHWA and NHDOT.*

### What is this class about?

Public works departments are highly visible in their communities. This workshop will help managers improve the public's perception and overall image of their department. There are easy, inexpensive ways to improve the department's public relations. Learn how to positively and proactively influence elected officials, and the public in order to gain the support you need.

### Schedule

8:00 - 8:30 Registration & refreshments  
8:30 - 11:30 Workshop  
11:30-12:00 Lunch  
12:00-2:00 Workshop  
2:00 Evaluations & Certificates



**Instructor:**  
**Bill Cote** is a Consultant with over 25 years of risk management and emergency services experience.

### What is the Learning Format?

- Classroom discussion
- Exploring scenarios that apply to public works departments

### What will the workshop cover?

- Customer service
- Communication skills
- Listening skills
- Effective websites
- Communicating with the media

### Who should attend?

- Local road managers
- Highway department employees
- Other municipal officials



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**REGISTRATION:**

Please use one of the following options:

At [www.t2.unh.edu/workshop-registration-form](http://www.t2.unh.edu/workshop-registration-form)

Call T<sup>2</sup> at 603-862-2826 or 800-423-0060 (in NH)

E-mail [t2.center@unh.edu](mailto:t2.center@unh.edu) (include name, title, affiliation, address, phone, and email)

**AFTER RECEIVING CONFIRMATION:**

**Address check to:** University of New Hampshire

**Mail to:** UNH Technology Transfer Center  
33 Academic Way  
Durham, NH 03824

**CANCELLATION:** If you need to cancel a registration, call the UNH T<sup>2</sup> Center as soon as possible. We require at least 3 business days notice prior to the workshop to refund fees already paid, or for any charges to be reversed. Cancellations received after this deadline or "no-shows" at the workshop may be charged the full fee. Please know that you may send substitutions to the workshop without prior notice.

**Workshop Location:**

Audubon Society  
84 Silk Farm Rd.  
Concord, NH



New Hampshire  
Technology Transfer Center

**PROFESSIONAL DEVELOPMENT:** This workshop is eligible for up to 5 Professional Development Hours (PDHs) and up to .5 Continuing Education Units (CEUs) through the University of New Hampshire. You do not need CEUs for the Roads Scholar Program.

**SERVICES/FOOD:** A continental breakfast and either a hot lunch or sandwiches will be served. If you require special services or have dietary restrictions, please let us know prior to the workshop.

**PHOTOS/VIDEOS:** Photographs and/or videos may be taken for educational and training purposes. If you do not wish to be photographed or video-recorded, please advise us at registration.