

**Communicating Groundwater –  
Bringing understanding to the water table  
British Geological Survey, Keyworth, Nottinghamshire  
Thursday 20<sup>th</sup> June 2013**

**Outline Agenda**

09.30           **Registration and refreshments**

10.00           **Welcome/agenda and process**

*Rob Ward, Head of Groundwater Science, BGS*

*Peter Woodward, facilitator, Quest Associates*

**SESSION 1: Communication Lessons from the Extremes of 2012**

**2012 –That Was The Year That Was!**

Presentation on what happened and how it was covered

*Andrew McKenzie, BGS*

**Learning perspectives from key stakeholders**

Learning points from experience of reacting to the groundwater crises

5 key learning points from 3 key stakeholders

*Sarah Mukherjee, Water UK*

*Richard Aylard, Thames Water*

*Pauline Smith, Environment Agency*

Participants share their experience and discuss learning points with the speaker panel

11.40           **Refreshments**

**SESSION 2: Communication strategies to the general public**

12.00           **Communication with the public - how people receive messages**

Down the Pipeline: How we respond to drought communications

*Rebecca Pearce, Exeter University*

Participant discussion on presentations with Q & A to speakers

**'Going viral' - the power and the pain!**

Groundwater in Africa case study

*Alan MacDonald, BGS*

13.00           **Lunch**

### **SESSION 3: Groundwater Communication Kaleidoscope**

- 13.50 Participants choose 3 from 12 table top workshops offering case studies, tools, techniques and discussion related to aspects of communicating groundwater science  
Topics include:
- *Groundwater Advocacy: the why and the how; Andrew Stone, American Groundwater Trust*
  - *Groundwater on the Big Screen; Rob Whitehouse (media production) and Stephanie Bricker (BGS).*

15.20 **Refreshments**

### **SESSION 4: Maintaining the spotlight on Groundwater**

- 15.35 What measures are needed to grow understanding of groundwater issues?  
Table discussion to develop key ideas/ messages  
Feedback of ideas to speaker panel for discussion

16.30 **Close**