

# Tri-Con Pre-Conference Workshop

## Communicating Asset Management to Internal and External Stakeholders

TUESDAY 1:00 pm – 5:00 pm, Room 205 – 206:

### **Presented by the joint CWEA and CSAWWA Asset Management Committee**

Physical infrastructure is paramount to the wellbeing of society – proper sanitation and drinking water supports a thriving economy. Constructing, operating, maintaining, and renewing this infrastructure is costly and frequently undervalued, especially for systems that are out of sight and out of mind (Collection System, you know who you are!). To provide a consistent or elevated level of service, utilities are faced with increasing costs to retain a skilled workforce that can plan and manage all phases of the lifecycle – from commissioning to O&M to decommissioning. As such there is a shift from simply *managing assets* to more formal asset management programs that consider the entirety of the asset management system. But what does asset management mean? And what do the diverse audiences that interact with water and wastewater systems want to know about it?

During this workshop, participants will engage with industry experts to explore and discuss effective strategies for communicating the concept and intrinsic value of asset management to a broad range of stakeholders. Discussions will focus on tailoring messaging to both internal stakeholders—such as utility executives and commissioners, engineering and construction teams, operations and maintenance staff, finance, and IT—as well as external stakeholders including regulatory agencies, partner organizations, communication professionals, consultants, and customers.

Through a blend of presentations, case studies from utility leaders, and hands-on exercises, participants will:

- Increase their awareness of formalized asset management in comparison with managing assets
- Learn how to effectively communicate with different stakeholder groups
- Develop a list of proven benefits of formalized asset management that can be used within their respective organizations
- Promote Transparency & Accountability: Strengthen trust between internal and external stakeholders, including regulators, by effectively communicating the value of asset management and demonstrating measurable progress.