



Wednesday, October 16 - Friday, October 18

The 2024 Catalyst Experience

An audience-centric approach to water communication and engagement.

Application Period is now closed.

Guests of the 2024 Catalyst Experience will embark on A World of Pure Imagination as we explore the theme of public trust. Throughout this 2.5-day whimsical professional development experience, guests will be guided through fear, trust, their connection to water, building genuine relationships during seemingly adversarial moments, telling untold stories, and engagement with local officials around the criticality of reliable water systems.

When and where



Date and time

October 16 5:00 pm - October 18 12:00 pm CST



Location

Venues To Be Announced
Downtown San Antonio, TX 78205

[Show map](#) ▾

Guides

Why “guests” and “guides” instead of “attendees” and “speakers”? Catalyst is not a conference like you’re used to, **it’s a professional development experience that uses connection, engagement and purposeful curation of venues and participants to truly equip, inspire, and empower guests to make true impact!**

Topics:

- How to gain trust
- Getting past the fear and getting to action
- The spectrum of engagement
- How do local elected officials really want to be engaged on water?
- Your connection to water — through poetry
- Difficult conversations with communities — meeting them where they are and being transparent

- Storytelling – the untold stories of unsung water heroes
- How perceptions and perspectives impact community engagement
- How to craft experiences that leave memorable impact



Greg Wukasch
External Affairs Manager



Alicia Smith
Executive Director



Shannon Kring
Emmy Award-Winning Filmmaker



Frank Scott Jr.
Mayor



Ami Keiffer
Environmental Program Manager



Travis Loop
Waterloop Founder



Trapeta Mayson
Poet



Chelsea Boozer
Executive Director



Dom Bennett
Assistant Director



Bebe Schaefer
Legislative Associate

About this event

We can't wait to welcome you to The Catalyst Experience 2024.

Our journey is especially curated every step of the way. Each guided experience builds on the next. Please plan to stay and participate for the entirety of the experience. There are no concurrent sessions like at a conference. Everyone journeys together.

Schedule at a Glance

Wed, Oct. 16: 5 pm – 8 pm (enter the experience)

Thurs, Oct. 17: 8 am – 5 pm; 5:30 p.m. to 7 p.m. (journey to multiple venues as we explore public trust)

Fri, Oct. 18: 8 am – 12 pm (conclude the journey and enter back into the real world)

Hungry?

Lunch will be provided on Thursday. Dinner is on your own each night. There will be mixers on Wednesday and Thursday evening with appetizers.

2024 Theme: A World of Pure Imagination

Inspired by the new Wonka film, we wanted to create a whimsical experience of exploration as we dive into what it truly means to engage communities and policymakers around water, what our own connection to water is, and how this discovery can inspire, empower, equip and motivate us to create a world of thriving communities with resilient and trusted water providers.

Packing List

Please pack comfortable clothing and shoes. We're fun and informal.

The Journey

Catalyst is a traveling summit where we use the host city as our classroom. Each day, sessions will occur at different locations. Transportation will be provided. Why do we move?

When the butt goes numb, the brain goes dumb.

Research shows that changing the learning environment between topics helps our brains retain information.

White space.

Travel time creates space to reflect on what you just learned and, of course, discuss those thoughts with other guests. It's also nice to have built in downtime in an over-scheduled world.

Sponsors

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Supporter

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Advocate



Advocate

Advocate

Advocate



Advocate

Advocate

Advocate



Water Environment Association of Texas



Advocate



Selected Guests May Pay Their Registration Below

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