



WQA CONVENTION CONTENT

WQA's Convention education is designed to advance the association's mission:

- Lead the industry in expanding knowledge and innovation of water quality and solutions
- Support members in overcoming their most critical challenges
- Cultivate a strong, connected water quality community

We work to deliver content through a curated, connected learning experience that aligns with how our members work, learn, and grow.

Objectives

Content offered through the WQA Convention & Expo is guided by five core objectives:

1. **Educate All Segments of Membership:** Deliver relevant education aligned to **business type** (*dealer/water pro, manufacturer, supplier, assembler, wholesaler,*) **role** (*owner/GM, installer, sales/marketing, compliance, R&D, engineering etc.*), and **application** (*residential, commercial, small public water system*).
2. **Advance the Water Quality Industry:** Be the leading voice of progress in water quality.
3. **Develop a Sense of Community:** Foster a connected, engaged, and collaborative industry network.
4. **Support Professional Certification & Growth:** Offer content that meets requirements for WQA professional certification.
5. **Enable Contributions to Share Knowledge:** Provide opportunities for members and industry partners to share expertise.

Content Framework

Each theme represents a core capability area required for success in today's water quality industry:

Water Treatment & Contaminants <i>Break down complexity. Unlock solutions.</i> <u>Purpose:</u> Advance understanding of contaminants, treatment technologies, and their real-world application. <u>Focus Areas:</u> • PFAS, microplastics, emerging contaminants • Treatment technologies and system design • Regulatory and compliance considerations • Real-world problem-solving	Market Development & Customer Education <i>Win the trust that drives decisions.</i> <u>Purpose:</u> Strengthen how the industry communicates value and creates demand. <u>Focus Areas:</u> • Consumer education • Messaging and trust-building • Sales enablement and psychology - Awareness and market expansion
Field Mastery <i>Sharpen your edge.</i> <u>Purpose:</u> Build technician and installer excellence through applied, hands-on knowledge. <u>Focus Areas:</u> • Installation best practices • Diagnostics and troubleshooting • Equipment performance and maintenance • Field-based case studies	Business Growth & Strategy <i>Grow with intention, not chaos.</i> <u>Purpose:</u> Help members build scalable, profitable, and resilient businesses. <u>Focus Areas:</u> • Lead generation and pipelines • Operations and systems • Financial management • Expansion strategies
Workforce, Leadership & Culture <i>Build the team that builds your future.</i> <u>Purpose:</u> Address workforce challenges and build strong, sustainable organizations. <u>Focus Areas:</u> • Hiring and retention • Training and development • Leadership and management • Culture and engagement	

Primary Convention Content Audience

Content at the WQA Convention & Expo is designed to serve water professionals. These are water treatment providers installing, servicing, and selling water treatment products to consumers, businesses, or other end users. This primary audience has three main groups:

Owners/General Managers <i>Strategic leaders and decision makers</i>	Installer/ Technician Professionals <i>Execution-focused</i>	Sales/Marketing Professionals <i>Execution-focused</i>
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Application-Based Segmentation

All content is further aligned to where our audiences apply their work:

Residential	Commercial	Small Public Water Systems
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Content Design Principles

WQA’s content design operates across three integrated dimensions:

1. Theme (What you learn)
2. Role (How is it relevant to you)
3. Application (Where you apply it)

This model allows WQA to deliver relevant content, provide personalized learning paths, improve navigation and engagement, and support multiple audiences with shared programming.

Developed content should:

- Be immediately applicable
- Balance technical + business needs
- Reflect reality
- Support multiple experience levels (*foundational, intermediate, and advanced balance*)
- Encourage interaction (*case discussions, peer exchange, hands-on, networking time*)