

Low Carbon Training Seminar:

Green & Lean Marketing

~ how to *delight* low carbon consumers

Climate change is one of the greatest social, economic and political issues of our time. Thousands of organisations, aware of the affect they are having on the environment, are acting on their responsibilities to customers, stakeholders, staff and wider society, by seeking to reduce their carbon emissions. So just as the Internet and e-business has changed the way we live and work, 'green & lean' is becoming a key attribute in the emerging low carbon economy, in which the quest is for environmental benefits as well as enhanced business success.

The **Low Carbon Innovation Network**, which brings together expertise from those involved in carbon reduction projects, are hosting this seminar: **Green & Lean Marketing ~ how to *delight* low carbon consumers**

About this event

There are great opportunities ahead for companies able to offer products and services that reflect environmental concerns. This seminar provides information and advice for those faced with optimising the marketing communication opportunities in a rapidly greening world!

- How does the climate change challenge impact on your customer proposition
- Brand repositioning to reflect changing consumer values and new opportunities
- How the climate change challenge opens up new business opportunities
- Best practice in ethical marketing – how can you apply the lessons learned
- Mobilising customers to reduce their climate change impacts; a win:win game
- Environmental ethics and market leadership
- The importance of *internal* marketing communications
- How to effectively engage with employees, suppliers and consumers
- Integrating green business values to your business strategy
- Understanding green consumer trends and forecasting where it is all heading

The format of the event is morning seminar presentations, followed after lunch by a series of case-studies and interactive roundtable discussion group sessions to share experience and work with peers on how to address the challenges that lie ahead. At the end of the day the group meets again for a special *action planning* session.

Delegates are able to benefit from free membership of the Low Carbon Innovation Network, joining thousands of others who share best practice on reducing carbon emissions via email bulletins with case-studies, interviews & best practice tips.

*Seminar leader ...

Gareth Kane, an approved Envirowise adviser, is an engaging public speaker and a regular commentator on sustainability issues.

Gareth has ten years of consultancy experience working with clients to turn environmental challenges into competitive advantage. With an ethos that turns the theory of sustainability into practical reality, he views environmental performance as a range of opportunities, rather than a series of threats.

Testimonials

What our delegates say ...

"Invaluable learning and networking opportunities"
Mark Birchall, Environmental Manager, Hertz (UK)

"Great for recharging your enthusiasm"
Linzie Forrester, Sustainability Manager, AMEC plc

"Good environment to openly discuss topical issues"
Steve Oates, Facilities Engineer, Airbus "



Our guarantee ...

The Low Carbon Innovation Network produces high quality events. If you are not entirely satisfied with the outcomes from this seminar, we'll refund 100% of the fee paid!

Register

Seminar details ...

Dates & Venues:	Bristol , Marriott ~ 11 March '08 London , Olympia ~ 26 June '08 Newcastle , Marriott ~ 3 April '08 Telford Intl. Centre ~ 2 July '08
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Fee:	£395 + VAT - includes bespoke learning & networking programme
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Discounts:	£100 early-bird discount if booked six weeks prior to seminar
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