

Futerra's Autumn Masterclass  
"SUSTAINABILITY COMMUNICATIONS 101"

Thursday November 11th 2010 | 10 - 4pm

This autumn, Futerra is running a special session of our tried and tested communications training that has been successful around the world. Our sessions are underpinned by our knowledge and extensive research into encouraging sustainable behaviours.

Whether your aim is to raise awareness or inspire action, our wealth of experience and our high energy, hands-on, creative approach will ensure you feel inspired, confident and better equipped to effectively communicate sustainability.

Be it internal employee communications or CSR, engaging people on the challenge of climate change or the secrets of good green PR, this Futerra Masterclass will have something for everyone.



**10% OFF!**  
if you book before  
1st October

## What we do

Futerra is a communications agency. We do the things great agencies do; have bright ideas, captivate audiences, build energetic websites one day and grab opinion former's attention the next. We're very good at it.

But the real difference is that since our foundation in 2001, we've only ever worked on corporate responsibility and sustainability.

Our main practice areas are: Strategy; Employee Engagement; Advertising & Brand; PR & Media; Visual & Digital. We work with all sorts of people from national government departments and local authorities through to corporate companies and NGOs.

# SUSTAINABILITY COMMUNICATIONS 101

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Creating action on climate change, cutting waste, poverty alleviation, engaging fellow employees and colleagues or trying to influence clients, suppliers and the Great British Public? Been given a complex sustainability or CSR communications challenge? We have over eight years experience and we can help!

### Our "Sustainability 101" session will enable you to:

- Understand our 'Rules' for effective communication
- Achieve attitude and behaviour change in your target audiences
- Use the right lingo and channels to get your message across
- Help you avoid the pitfalls of 'Greenwash'
- Generate creative ideas on how to achieve 'cut-through' for your messaging in a busy media marketplace
- Communicate without cash – bangs for bucks & getting the most from your budget (even if it's non-existent!)

### Who should attend?

- Local Government & Community organisations
- Climate change & carbon managers
- Consumer campaigners
- Internal communications managers
- CSR managers
- PR managers



# How To Book

**1** Contact us on 020 7549 4685 or [info@futura.co.uk](mailto:info@futura.co.uk) to check the availability for the session you wish to attend.

**2** Complete this interactive booking form in full. We suggest you retain a copy of the form for your records.

**4** Email the form as an attachment to : [info@futura.co.uk](mailto:info@futura.co.uk)

Alternatively, you can print and fax a copy to 020 7608 0132 or post to us at Futerra, 4 Charterhouse Square, London EC1M 6EE.

Name

Job title

Organisation

Address

Telephone number

Email

Any special dietary requirements

## Payment

Please tick appropriate cost

- £440 + VAT (Corporates) – £517
- £285 + VAT (NGOs/Public Sector) – £334.88

Masterclasses are limited to 15 places and are inclusive of a lunch and refreshments. Please complete a separate booking form for each attendee.

Please tick your chosen payment method:

- Cheque enclosed with this booking form
- Cheque following in the post

Please make cheques payable to:

**Futerra Sustainability Communications Ltd**

Please send me an invoice:

- By email
- By post
- An invoice is not necessary.

Your reference (e.g. purchase order number):

Invoices will be issued upon receipt of this form, and are payable within 30 days.

## Invoice Details

(if different from the above):

Name

Address

Telephone number

Email

I have read and understand the Terms & Conditions below.

Today's Date

**SAVE for EMAILING**

## terms & conditions

The personal information provided by you will be held on a database, but will not be made available to any third party.

We reserve the right to cancel a masterclass due to unforeseen circumstances and offer an alternative date, a credit or a refund, without liability for any consequential or indirect loss.

Participants may cancel their place on a masterclass and receive a full refund at any time after booking until 5 working days before the course date. Credit notes will be issued where possible after this date. Places on a course can be transferred to another person until the masterclass begins. All requests for cancellation or transfer must be received in writing. Where participants fail to attend, full fees are payable.