

Customer Engagement on Energy and Climate Change

Thursday, June 5th
Manhattan (venue TBC)

How do you communicate externally on climate change?

Your customers expect you to behave ethically and, as a forward thinking company, you have sustainability policies that reflect your brand values.

“ We have not only enjoyed working with Futerra, but really appreciate the commitment and knowledge that they have brought to the training. Their work with us has been a huge success and will be rolled out globally across our business.”

ARUP

“ I could see it on everyone's face during your presentation that they were loving every minute of it. The content combined with your style of delivery really impressed everyone.”

Ben & Jerry's

Our masterclass will show you how to:

- Encourage meaningful dialogue with audiences and customers
- Build brand loyalty and trust in your sustainability communications
- Avoid greenwash

Web focus

- Learn to use the web to engage your audiences on sustainability
- Build long-term relationships through low-maintenance, high-involvement sites
- Apply the latest tools and techniques – from blogs to search engine optimization – to enhance your online sustainability communications
- Foster an active, interested community of users
- Use social marketing to virally expand your message and community

Learn how to develop a solid and authentic strategy to position your green messages appropriately and successfully, ensuring your stories will stand out at a time when everyone is clamoring to get their own stories heard.

Staff Engagement on Energy and Climate Change

Thursday, June 12th
Manhattan (venue TBC)

Are you confused on how, when and on what to engage your employees on climate change?

Are you perplexed by questions such as:

- How do you communicate complicated concepts such as climate change to your employees?
- How do you ensure consistency and engagement on sustainability from boardroom to shop floor?
- How can you use internal communications to help staff become a living representation of your brand values?

“ I can honestly say I've already been sharing the observations and insights I picked up with program people and other program people as well.”

New Jersey Department of Environmental Protection

“ We all very much enjoyed your remarks, your humor, your personality, your insights, your storytelling abilities--and yes, your accent.”

University of Colorado

Our masterclass will show you how to:

- Encourage positive change in attitudes and behaviors around climate change
- Inspire colleagues to action
- Use your sustainability strategy to create real employee engagement
- Help achieve your climate change targets
- Effectively advise internal clients on the impact of your organization's sustainability initiatives on your brand
- Effectively align employee and brand values to make your staff true brand ambassadors
- Harness the power of your employees to deliver key sustainability messages to consumers
- Equip your in-house teams with the know-how to deliver good green PR

Our global experience with multinational companies has demonstrated again and again that engaged employees are powerful advocates in delivering sustainability solutions. They are also best placed to communicate ideas and lead their colleagues and teams by example.



How to Book

- 1 Contact Hoshang on 646.536.3324 or HChenoy@futerra.net to check the availability for the session you wish to attend
- 2 Complete this booking form in full. We suggest you retain a copy of the form for your records
- 3 Email the form to HChenoy@futerra.net or post it to us at Futerra, 122 W. 27th Street, 10th Floor, New York NY 10001

Course Details

- June 5th Customer Engagement on Energy and Climate Change
- June 12th Staff Engagement on Energy and Climate Change

Name

Job title

Organization

Address

Telephone number

Email

A locally sourced, fair trade lunch will be provided: please detail any dietary or access requirements

Terms and 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.

Payment

Masterclasses cost \$300 per person. Sessions are limited to 20 places and are inclusive of a lunch and refreshments. You will need to complete a separate booking form for each attendee

Please check your chosen payment method:

Check enclosed with this booking form

Please make checks payable to:

Futerra Sustainability Communications Ltd

Please send me an invoice

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 opposite):

Name

Job title

Address

Telephone number

Email

I have read and understand the Terms and Conditions opposite

Signature

Date