

Senior Masterclass:

Communicating Climate Change

to Internal Audiences

Thursday 7 February 2008

Whether your aim is to challenge beliefs or inspire action,

Futerra's wealth of knowledge and experience and our high-energy, hands-on, creative approach will ensure you feel confident, inspired and better equipped to effectively communicate climate change.



About Futerra

“Communicating about sustainable development isn't like trying to sell a brand of soap, it's like persuading people to use soap in the first place. The old rules don't apply, so we have to come up with new ones,”

says Solitaire Townsend, Futerra's CEO

At Futerra, we focus on one thing: helping people and organisations to communicate about sustainable development. If a project doesn't advance the cause of sustainable development in some way, we don't take it on. Simple as that.

We work with all sorts of people; from national government departments and local authorities through to corporate companies and NGOs. Our clients include: BT, BBC, Carbon Trust, Defra, DCMS, DTI, Energy Saving Trust, L'Oréal, Microsoft, Orange, Shell, United Nations Environment Program (UNEP), and WWF.

The first in our fourth series of masterclasses, Communicating Climate Change to Internal Audiences will:

- increase your confidence in planning and implementing internal communication campaigns to achieve your strategic objectives
- explain the ten golden rules of climate change communications
- equip you to choose the right messages, methods and tone of voice for your internal audiences
- help you to build a toolkit of effective techniques
- explore case studies to show you what works and what doesn't
- establish facts and blow common myths

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how to book

1 Contact Henry on 020 7549 4702 or training@futerra.co.uk 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 Fax a copy of the form to 020 7608 0132 or post the form to us at Futerra, 4 Charterhouse Square, London EC1M 6EE.

Name _____

Job title _____

Organisation _____

Address _____

Telephone number _____

Email _____

Any special 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

Please tick appropriate cost

£440 + VAT (Corporates) – £517

£285 + VAT (NGOs/Public Sector) – £334.88

Masterclasses 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 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

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 and Conditions opposite.

Signature _____

Date _____