

create **knowledge**
challenge **beliefs**
inspire **action**

great communications have the power to do this

how can communications help us to tackle climate change?
how can we communicate more creatively on corporate social responsibility?

Find out in the third series of training from Futerra, experts in communicating on climate change and CSR.

Participating in one of Futerra's communications sessions will:

- > boost your confidence in planning and implementing campaigns
- > help you choose the best messages, channels and tone of voice to connect with your audience
- > teach you a range of effective communications techniques
- > show you what works and what doesn't by looking at case studies from around the world
- > establish facts and blow common myths
- > give you an insight into the ten golden rules of communication

Event details **Communicating on Climate Change at a Local and Regional Level**

7 November 2006, 10am – 4pm

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Communicating Climate Change to Internal Audiences

28 November 2006, 10am – 4pm

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Communicating CSR

5 December 2006, 10am – 4pm

Cost NGOs and individuals £145 + VAT
Government £245 + VAT
Corporates £345 + VAT

Masterclasses are limited to 15 places and are inclusive of sandwich lunch, tea and coffee.

Venue Futerra, 84 Long Lane
London, SE1 4AU



aboutfuterra

“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 MD.

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.

Futerra works with all sorts of people from UK government departments and local authorities, to large and small companies, and NGOs. Clients and partners include BT, BBC, The Carbon Trust, Defra, Ethical Tea Partnership, Energy Saving Trust, Environment Agency, Interface, London Sustainability Exchange, Marks and Spencer, Microsoft, OneWorld, Orange, O2, Shell, Sustainable Development Commission, United Nations Environment Program (UNEP), Woolworths and WWF.

“Our experience of working with Futerra has made a real difference in the understanding, skills and confidence of those who attended. We have seen real changes in how our staff approach their work and the benefits from this are wide ranging and real. We are looking forward to working with the team again – very soon!” (Office of the Deputy Prime Minister)

Comments from past participants:

“Definitely a good way to talk the walk”

“An excellent and clear way to encourage us all to make a positive difference”

“I’ll think very differently about how people respond to messages from now on”

“[Climate change communication] was a possibility, now it’s a reality”

“Excellent, professional, enthusiastic, fun. Makes you want to go out and tell people all you’ve learnt” (Training participant)

thetrainers

Futerra’s communications masterclasses are led by one of our senior partners Solitaire Townsend, Ed Gillespie, and Lucy Shea. They lead our client consultancy work and Solitaire and Ed both hold Masters degrees in Sustainable Development.



Solitaire (left) is a member of the UN Advisory Group on Advertising and Sustainable Development and sits on the corporate social responsibility steering groups of both the UK Chartered Institute of Public Relations and the UK Chartered Institute of Marketing.

Ed is a highly experienced communications trainer and specialises in producing short films and videos on social and environmental issues.

Lucy (right) specialises in getting complex messages across to different audiences. She is a highly experienced trainer and facilitator, and has led our work with industry-wide initiatives.

whoshouldattend?

Futerra’s training classes are open to anyone professionally interested in communicating climate change or CSR.

sustainability communications masterclass **booking form**

howtobook

- 1** Contact Georgina Combes on 020 7378 4004 or training@futerra.co.uk to check 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 7357 9367 or post the form to us at Futerra, 84 Long Lane, London SE1 4AU

course details

Please tick the box next to the course you wish to attend:

- Communicating on Climate Change at a Local and Regional Level**
7 November 2006, 10am – 4pm
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- Communicating CSR**
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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.

your details

Name
Job title
Organisation
Address

Telephone number
Email

Any special dietary or access requirements

payment

Please tick the appropriate cost:

- NGOs and individuals £145 + VAT
- Government £245 + VAT
- Corporates £345 + VAT

Masterclasses are limited to 15 places and are inclusive of sandwich lunch, tea and coffee. 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