



low carbon communications

This one day workshop will increase your confidence in planning your green credentials and communicating your business message with minimum impact to the environment.

Learning outcomes

- Discover how human activities are significantly influencing Earth's environment in many ways in addition to greenhouse gas emissions and climate change
- Evaluate how other businesses are communicating their green credentials
- Explore how, and to what extent, your organisation interacts with the environment
- Learn how to communicate your green credentials to internal and external audiences
- Explore new ways of using media to engage your audiences on green issues.

During the day, you will understand what it means to be 'green' through case studies, fun exercises and plenty of group discussion; which will enable you to rationalise your approach to promoting your green credentials.

Who should attend?

- Business Managers
- Marketing Managers
- Communication Managers
- Agency-side Account and Creative Teams
- Anyone in your business looking to incorporate climate change into their marketing strategy.

What are the business benefits?

- Instantly enable staff to plan for a 'greener' business
- Develop in-house strategic and creative know how
- Pinpoint your own projects' strategic and tactical direction
- Meet a company who has your interests at heart.





About the workshop leader

Robert Woolf has 12 years experience working as a project manager, account director and strategist in digital media. He has an excellent knowledge of digital marketing strategy and a proven track record - having conceived and delivered projects for brands such as Orange, Zurich, VisitBritain and the BBC.

Robert is passionate about teaching and improving the sustainable performance of businesses. He believes that true success comes from sharing ideas and knowledge, which is why he combined his interests to develop digital workshops for business professionals.

About SEA

SEA's workshops are designed to instantly up skill organisations and groups, leaving them better prepared to tackle future business challenges. All of our workshops are designed to empower you with the knowledge to improve your business productivity and leave you feeling inspired and excited. These workshops can be tailored to meet your exact business needs.

SEA is a strategic marketing and communications agency. We encourage the use of digital media, not only as a way of improving business productivity but also to help reduce climate change. Our team of talented strategists, designers and technical developers all share our attitude to professionalism and quality.

Cost and location

£90 +VAT person (minimum 12 people)

£990 +VAT (single booking)

Offsite location required - approx £300 +VAT

Workshops are limited to 16 places and are inclusive of a lunch and refreshments.

We can host your workshop at your business premises (subject to internet access and equipment). Alternatively, we can arrange a venue at a convenient location. We will always do our best to arrange the workshop on a date that suits you.

How to arrange a workshop:

Please contact Robert on **01326 259 986** or rob@sea02.com for a booking form

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Jubilee Wharf,
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Penryn,
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