

# WORKSHOP SERIES 2011



## Sustainable Brand & Marketing in *your* business



### Workshop components

- Presenter
- Presentation
- Workbooks
- Post workshop questionnaire and feedback form



**Workshop Length:** 4 hours including morning / afternoon tea

**Venue Requirements:** Ability to connect to a large screen. Possibility of internet connection or WIFI would be excellent.



**Workshop Investment:** Please contact us to discuss your specific need and we will provide a quote.

The **Business Shaping Workshop Series** aims to help small and medium businesses embed green and sustainable practices to increase revenue, reduce costs, enhance reputation and achieve competitive advantage in their market.

The **Sustainable Brand and Marketing workshop** is designed to provide businesses with insights and procedures for creating green and sustainable brands and leveraging these into the market to increase sales and reputation. Our workshops are highly interactive and allow for questions and dialogue.

All of our presenters are experts in their field with numerous years of experience. Our aim is to engage attendees and thus impart valuable knowledge and practical information that attendees can **implement in their businesses**.

### Content:

This workshop will cover:

- Trends and market developments in the sustainability and "green" space
- What is a green vs sustainable brand
- Common pitfalls of creating green brands
- The business case for sustainable brand and marketing
- Complying with Australian industry guidelines and emerging industry regulation
- Accreditation what is it all about

### Learning Outcomes:

By attending this workshop you will learn the following valuable applications:

- What consumers are looking for
- How to develop a sustainable / green brand for your Business
- How to engage, empower and educate your consumer
- How to stand out in an increasingly noisy 'green / eco friendly' market
- Social media, how it has impacted the new green and sustainable market

### Audience:

CEO's , Managing Directors, Business Managers, General Managers, Marketing Managers and Executives of small to medium sized businesses or anyone interested in discovering how to gain advantages in the new sustainable economy and answer to market demand for sustainable products and services.

### Workshop Facilitator



**Nadya Krienke-Becker**

Nadya is a Partner of the Shaper Group and offers 25 years of strategic marketing, brand and communication expertise within Australia, UK and Europe.

In previous executive and senior management roles Nadya developed marketing, branding (corporate and product) and communication strategies with leading companies such as Origin Energy, AGL, Kraft, Guinness Brewing, Mars, Heinz and Electrolux.

Nadya's expertise lies in increasing the revenue and reputation of small and medium sized companies by assisting in uncovering their sustainability and by embedding sustainability into a company's positioning, brand, marketing and communications.

### Are you interested?

Contact Lauren Kehoe on: **p:** +61 (03) 9686 7772 **e:** [lk@shapergroup.com](mailto:lk@shapergroup.com) **w:** [www.shapergroup.com](http://www.shapergroup.com)

The Shaper Group seeks to inspire global change in business thinking and practice for a sustainable future. We are a group of companies that works with businesses, government and not-for-profit organisations who want to improve their competitive advantage and reputation by embracing sustainable business practices. As the only Australian company to be invited by the World Economic Forum to assist in developing strategies to create a sustainability future for the international business community, the Shaper Group is linked into the latest sustainability thinking from around the globe. With our extensive knowledge and expertise in sustainability, climate change, carbon, CSR, industrial symbiosis, sustainable branding, communications and events our focus is to make the complex simple for you. [www.brandshaper.com.au/workshops](http://www.brandshaper.com.au/workshops)