

# WORKSHOP SERIES 2011



## Creating and Running Sustainable Events

### 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 Shaper Group 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 Creating and Running Sustainable Events workshop is designed to provide businesses with insights and procedures for creating green and sustainable events ranging from the small events such as an internal board meeting to larger public events such as international conferences & networking events. 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:

- What makes a sustainable event
- Understanding why sustainable events have become important
- Sustainable event management and procurement
- How to source the best MC, guest speaker, presenter & entertainment to promote your event's message
- Pre & Post event PR
- Applying sustainability to your event promotion
- How to make sure your event is truly sustainable

### Learning Outcomes:

From attending this workshop you will learn the following applications:

- Implementing a gap analysis to see where you can improve your event's sustainability performance
- How to develop a checklist in determining the best contractors for your event.
- How to engage your target market
- What are the best modes of event promotion
- 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, Event Managers 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 & product) and communication strategies with leading companies such as Origin Energy, AGL, Kraft, Guinness Brewing, Mars, Heinz & Electrolux.

Nadya's expertise lies in increasing the revenue and reputation of companies by assisting in uncovering their sustainability and by embedding sustainability into their positioning, brand, marketing, communications and through developing integrated engagement strategies.

### 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)