



## COMMUNICATION TRAINING

### Who should attend?

Hospitality and tourism professionals who wish to maximize the PR value of green, sustainable, ethical or responsible business programmes.

### What will attendees gain?

Participants will understand how 'responsible business' credentials add value to a brand. They will leave with a clear knowledge of which stakeholders are interested in 'responsible business' messaging and knowledge about how to utilize above and below the line communications to maximize impact.

### Attendees will:

- ✓ Learn how 'green' messaging influences the buying decision
- ✓ Understand how to 'sell' sustainability
- ✓ Recognise what to say and how to say it

### Workshop content

The session includes a formal presentation element, activities focussed around case studies, a range of interactive activities.

- Responsible business credentials and brand value
- Defining stakeholders for your business
- Telling stakeholders about your 'Sustainable' credentials
- Matching stakeholders to sustainable actions
- Making actions speak louder than words
- Messages that work, and those that don't
- Green logos and labels
- Identifying the credible from the incredible
- Assessing labels that will improve market appeal
- Avoiding greenwash
- Case studies

### What do participants take back to their organisation?

- An action plan to enable them to communicate about responsible business initiatives in a way that maximises impact.
- A clear understanding about who is interested in responsible business messaging
- An understanding of words that work
- An ability to match messages to different audiences
- A framework from which to assess the impact of responsible business communications
- Knowledge about greenwash and how to avoid it

### Key Facts

#### Course information:

This course is delivered exclusively for your team on your site. It can be delivered in person or via webinar.

#### Next course date:

Contact our team to discuss a date and time that meets your needs.

#### Course length:

- 4 hours
- As a webinar, 2 x 2 hour sessions

#### Course cost:

Let's talk about it! Because we tailor make a course to fit you, we can do the same with the price!

#### More information:

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