



COMMUNICATING YOUR GREENS !

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:

- On your site, 4 hours as a single session
- As a webinar, 4 hours split over two separate sessions

Course cost:

All courses are tailor made to your specific organisational needs.

More information:

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