

create knowledge challenge beliefs inspire action

IF YOU'RE NOT AL GORE,
confidently communicating
climate change can be a
challenge. How can you
reach communities, staff,
customers and even your
friends and family? What
signals, stories and publicity
will most effectively reach a
wide range of audiences?
Who do audiences listen to?
What makes people
take action?

invest energy into climate communications

Solitaire Townsend, Chief Executive of Futerra, the UK's leading specialists on the development and delivery of climate change communications will lead a masterclass in Newark as the first in an American series on this increasingly crucial issue. Participating in this senior climate change communication event led by Solitaire will:

- > introduce a range of **effective communications techniques**
- > help you choose the best messages, channels and tone of voice to **target your audience**
- > help you establish the facts and **debunk the common myths** of climate change
- > show you what works and what doesn't by looking at **examples** of climate change communications from around the world
- > give you an insight into the **golden rules** of climate change communications

New Jersey
Higher Education Partnership
of Sustainability presents

Masterclass in Climate Change Communication

NEWARK

19 March 2007, 9am – 2pm

New Jersey Institute of Technology
University Heights
Newark, New Jersey

By invitation only.
Lunch is included.



futerra
sustainability communications

whoshouldattend?

The masterclass is aimed at government officials, company executives, academics and NGOs interested in communicating climate change.

aboutfuterra

**“Communicating about climate change isn’t like trying to sell a brand of soap, it’s like persuading people to use soap in the first place. The old rules don’t apply, so we have to come up with new ones,”
Solitaire Townsend, Futerra’s CEO.**

At Futerra, we focus on one thing: helping people and organizations to communicate about sustainable development and climate change. If a project doesn’t advance these causes in some way, we don’t take it on. Simple as that. Futerra works with a range of audiences from UK government departments and local authorities, to large and small companies, and NGOs. Clients include: BT, BBC, Microsoft, Shell, the United Nations Environment Program, and the UK Department of the Environment.

aboutsolitaire



Solitaire is Futerra’s Chief Executive and co-founder leading on client consultancy work. An inspiring and provocative speaker, she is a highly experienced communications trainer.

She holds a Masters degree in Sustainable

Development and sits on the corporate social responsibility steering groups of both the UK Chartered Institute of Public Relations and the UK Chartered Institute of Marketing.

www.futerra.co.uk

“Our experience of working with Futerra has made a real difference in the understanding, skills and confidence of those who attended. We have seen real changes in how our staff approach their work and the benefits from this are wide ranging and real. We are looking forward to working with the team again – very soon!”

(Office of the Deputy Prime Minister, UK)

comments from past participants:

“Definitely a good way to talk the walk”

“An excellent and clear way to encourage us all to make a positive difference”

“I’ll think very differently about how people respond to messages from now on”

“[Climate change communication] was a possibility, now it’s a reality”

“We need to build a global consensus about the scale of the action we need to take, and the long-term goal we’re all working towards.”

(PM Tony Blair)