

Climate Change: Effective Communication Course, London

A course that is about communicating climate change to different people in different situations

Tuesday 7th July
2009 10.00—16.30

Location St.Ethelburga's,
78 Bishopsgate, London EC2N 4AG



Climate change will affect everyone and everywhere.

The challenge will require action by everyone, everywhere.

So we need the skills to be able to communicate climate change to diverse audiences and in diverse situations.

If you are concerned about climate change you can help other people get active. To do that you need to be able to communicate confidently and effectively.

You don't need to be an expert or a scientist: you do need to be good at talking, presenting and listening. If you can communicate well, then you can inspire others to act as well.

Whether you want to talk with one person, twenty, or one hundred, there are core skills

that can help you get the message across. This one day course will help you build the skills you need to communicate climate change.

The training session will provide:

1. Why good communication of climate change is so important
2. Major climate change issues and difficult questions
3. Learn about key target audiences and current segmentation methodology
4. The Key skills of communication – speaking, listening, body language, etc
5. Overcoming those inner barriers to good communication
6. Engaging and communicating with diverse organisations
7. Practice delivering persuasive messages and a chance to receive feedback

Who should attend the training:

This course is for anyone who is keen to get people active on climate change. Whether you work for a local council, a business or a charity, are involved in a local organisation or are simply keen to make a difference this course will give you the skills and knowledge you need.

This is a day that will look at communication in different situations from political lobbying to talking in the street, from answering awkward questions to talking with your friends. Work in small groups will help build you confidence and ensure that the course meets your needs.

Previous comments

'Extremely useful in providing answers to some difficult questions we may be faced with'
Natalie Rothwell (The Environment Agency)

'Very helpful, thought provoking with key insights into communication climate change'
Nick Atkinson (The Woodland Trust)

'A brilliant source of ideas and inspiration'
Mike Evans (Brent County council)

For bookings and information please contact Jonathon at:

Talk Action

Tel: 0207 324 4774

Email: jelliott@talkaction.org

The venue is fully accessible with wheelchair-accessible lavatory facilities and a hearing loop

Recommended by:

London 21's Black and Minority Ethnic Initiatives for Green and Healthy London Neighbourhoods.

Facilitated by:

Chris Church



- Consultant for Defra, National Trust, Charter 88, UNED UK, the Community Architecture Group, British Trust for Conservation Volunteers, Groundwork, Global Action Plan, LSX, Capacity Global among others.
- Friends of the Earth Campaigner for 6 years
- Current projects include Defra's Every Action Counts programme and chairing the London 21 network.

Costs:

Large Charities, Public Sector, and Businesses: £258 per person

Smaller charities (under 8 staff) and Individuals: £105

Subsidised places are available for people on low incomes. Please send a cheque for £30 and a letter to Jonathan Elliott, The Greyston Centre, 28 Charles Square, London N1 6HT

Tailored courses can be arranged for groups at a date & location to suit you.

Prices include a vegan/vegetarian lunch, Fair Trade refreshments and networking time with organic wine.

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