

• How to compete like a Big Brand without a Big Brand budget

FREE CAPACITY BUILDING WORKSHOPS FOR GLASGOW SME's & SOCIAL ENTERPRISES

GRREC Temporary Visitors Centre | 425 Polmadie Road | Glasgow | G42 0PJ

Tuesday 15th November 2016 | 2:00 – 4:00 hrs

Part of the FTSE 250 Pennon Group, Viridor is Scotland's leading recycling, renewable energy and sustainable waste partner. Working with 96% of Scottish local authorities, public bodies and Scotland's leading businesses, Viridor operates a £100m Scottish network of advanced recycling infrastructure and is investing £500m to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to design, build finance and operate a European class modern recycling and renewable energy centre to better manage the city's 200,000 tonnes of residual waste that until now would have gone to landfill. The £154m project will deliver a broad range of opportunities for small businesses and social enterprises including a commitment to support a programme of capacity building workshops.

This workshop will help small businesses and social enterprises take their brand and marketing to the next level, enabling your organisation to achieve its objectives more quickly and more profitably. We will share the tools and techniques used by big brands and focus on the following key elements of your strategy:

- A **powerful vision** that inspires customers and staff
- How you can **stand apart** from competitors and be worth more to consumers
- What product and service **features or enhancements people would pay more for**
- Which **customer segments** you should prioritise
- Creating **deeper insights** into your customers' needs and wants
- Factors that **get people talking about and advocating** for your brand

Delivered by: Diane Lurie. Before setting up her own practice, Diane worked with leading research and communications agencies in London, Edinburgh and Glasgow, advising household names such as Hilton, Dobbies, Muller Wiseman Dairies, Highland Spring, Arran Aromatics, and Taylor Wimpey on how to optimise their brands and achieve their business objectives with persuasive and influential marketing.

To Register: transformingwasteinglasgow@viridor.co.uk | 0141 301 1212 www.transformingwasteinglasgow.com | visit www.viridor.co.uk



Local business and enterprise