

Marketing with Authenticity

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

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

Thursday 19th October 2017 | 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 a powerful level. Our special tools and techniques will help you identify and communicate the most compelling truths about what you do, why you do it, and the difference you make:

- Your Purpose - why you exist and how you make things better
- Your Truths - what is distinctive, special and unique about your offering
- Meeting audience wants and needs - the promises you make to your customers and potential customers
- Coming from the heart – how you can speak in a way that feels natural and empowering for you, and compelling for the audience.

Marketing with Authenticity is a idea whose time has really come. People are sceptical about the messages they hear and, with trust levels through the floor, we need to find a way to overcome these barriers. That's where Marketing with Authenticity comes in.

Delivered by: Diane Lurie, consultant brand strategist. 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 helping organisations realise their full potential.

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Local business and enterprise