

Green Marketing

For competitive advantage and brand equity

Three Day Webinar Event

Day One:

- Green Marketing 101
- Consumer Trends, Branding ROI and Market Opportunities

Day Two:

- Developing & Implementing a Green Marketing Plan

Day Three:

- Green Innovation & Growth

Programs are scheduled for 1 ½ - 2 hours daily

- Enhanced marketing ROI
- Discover credible green marketing techniques
- Build brand equity through innovation
- Green market segmentation best practices
- Effective measures and KPIs to drive strategy



Webinar Event

Wednesday, March 25, 2009; 1pm EST

Wednesday, April 1, 2009; 1pm EST

Wednesday, April 8, 2009; 1pm EST



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Green Marketing builds sustainable brand equity.

Environmental and economic concerns are changing the marketplace, customers' needs are evolving and brand loyalty is being redefined. Companies that integrate green strategies into their product development, operational processes and marketing activities are finding new opportunities for competitive advantage. By implementing a sustainability program and maximizing the value of green marketing organizations are finding real opportunities for revenue growth.

Green Marketing will provide attendees with innovative marketing techniques and best practices for green marketing. The session will include pertinent case studies, examples of successful green marketing campaigns and a great platform for your green marketing plan.

Agenda

Day One: Green Marketing 101

Wednesday, March 25, 2009; 1pm EST

- **Green Marketing 101**
- **Greener Pastures: Consumer Trends, Marketing ROI and Market Opportunities**

Day Two: Developing & Implementing a Green Marketing Plan

Wednesday, April 1, 2009; 1pm EST

- **Green Marketing Plan: Build a Comprehensive Green Marketing Plan**
- **Strategic Execution & Management: Bridge the Gap Between Planning & Execution**

Day Three: Green Innovation & Growth

Wednesday, April 8, 2009; 1pm EST

- **Green Innovation: Create an Innovative Culture and Gain Competitive Advantage**
- **Green Marketing Growth: Implement New Green Strategies to Drive Growth**

Who Should Attend

- Marketing Executives
- Brand Managers
- Sustainability Managers
- Product Development and Management
- Marketing Research
- Corporate Communications
- Advertising

Webinar Format

This program is a live, hosted, online webinar featuring strategies and tools for competitive advantage through Green Marketing. The webinar format allows attendees to learn from the comfort of their own office. Questions and conversation are encouraged.

Day 1: An Overview of Green Marketing Techniques and the Evolving Marketing Landscape

Green Marketing 101

- Discuss the value of Green Marketing
- A to Z analysis of Green Marketing
- Common practices found in Green Marketing
- How not to “green wash”

Greener Pastures- Consumer Trends, Branding ROI and Market Opportunities

- Analyze dramatic shifts in consumer trends
- Discover brand equity and customer loyalty
- Find new market opportunities and competitive advantage
- Enhance marketing ROI

Day 2: Developing and Implementing a Green Marketing Plan

Green Marketing Plan- Build a Comprehensive Green Marketing Plan

- Develop a plan of action for “going green” and growing revenue
- Analyze internal capabilities and external opportunities
- Transition from a static to dynamic planning system
- Incorporate best practices into your Green Marketing Plan

Strategic Execution and Management- Bridge the Gap between Planning and Execution

- Determine the key drivers and desired outcomes for your Green Marketing Plan
- Incorporate effective measures and KPIs to drive strategies
- Tie green strategies to organizational strategy

Day 3: Green Innovation and Growth

Green Innovation- Create an Innovative Culture and Gain Competitive Advantage

- Make innovation a key measure of organization success
- Develop a sense of creativity and “outside the box” thinking
- Align employee performance to innovation
- Drive innovation upstream and downstream from your organization

Green Marketing for Growth- Implement New Green Strategies to Drive Growth

- Utilize new trends that embrace green initiatives to grow revenue
- Green Marketing ROI translates to improved organizational returns
- Lead industry by incorporating best practices in Green Marketing
- Challenge the old paradigm through new innovative marketing strategies

About

Altamont Group:

Altamont Group's purpose is to provide the best online trainings dedicated to sustainable business practices. We work with expert industry leaders with proven track records of success in order to drive organizational change. Our trainings are the product of in-depth research in current trends and best practices.

Altamont Group is dedicated to answering the needs of today's companies and organizations. Please contact us with any training, consulting or recruitment requests.

www.altamont-group.com

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REGISTRATION

Green Marketing 2009

- **Early Registration (3-day program):** **\$ 599**
- Standard Registration (3-day program): \$ 699
- Additional Attendee: \$ 249
- Single Day Registration: \$ 299
- Course CD (with attendance): \$ 299

Online:

Register for **Green Marketing 2009** using our secure online registration process at:

www.altamont-group.com/register

or

Register through email by contacting us at:

By Phone:

Phone: 510-652-1624

Fax: 510-380-7377

By Mail:

Altamont Group

Attn: Registration
2625 Alcatraz Avenue, #341

Elective Courses

Electives are available to enhance and expand upon the topics in Green Marketing 2009. All registered attendees will be notified of these electives as they become available. If you would like to receive an elective brochure, please email your request to:

registration@altamont-group.com

Or call:

510-652-1624

If you are an organization that is attending Green Marketing 2009, we are interested in knowing what elective topics we can provide that would be of the most value to you. Please call or email with any suggestions and we will pursue them accordingly.

NAME

TITLE

COMPANY

MAILING ADDRESS

CITY

STATE

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Expiration Date

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*The CVC is the three digit number at the end of the signature strip on the back of a

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