



Is It Easy Being Green?

Marketing in the Age of Spin

Sydney
Thursday 21st August 2008,
 Breakfast event: 7:00am –10:00am,
 Four Seasons Hotel

Melbourne
Thursday 28th August 2008,
 Luncheon event: 12:00pm –3:00pm,
 The Arts Centre

In the world of marketing, Green is the new Black. And if the growth in the marketing of green credentials is anything to go by then at the end of the green rainbow is Gold...

It appears that everyone is going grrrrrrreen...

This Green Capital event will address the dangers associated with these types of claims and provide direction to better validate such claims. Hear how to avoid 'greenwash' and offer the consumer clear, honest, trustworthy information for the choices they make.

We pose the question, is it easy to be Green?

Early Bird deadlines: Sydney 7th August, Melb 14th August.

*All Prices Include GST	Early Bird Rate	Normal Rate	No. of Tickets		
			Syd	Melb	
Green Capital Subscribers*	1 Ticket Free	1 Ticket Free			\$
Individual Tickets	\$ 154	\$ 198			\$
Discount rate for a table of 10	\$ 1210	\$ 1650			\$
NGO & Non-Profit Organisations	\$ 110	\$ 110			\$

REGISTRATION FORM & TAX INVOICE ABN – 54 152 721 302.

Please make cheques payable to the TOTAL ENVIRONMENT CENTRE
 PO Box A176, Sydney South, NSW 1235

Name: _____ Position: _____

Company: _____

Postal Address: _____

Tel: _____ Fax: _____ Email: _____

Please debit my Credit card: MasterCard Visa Cheque (to be mailed) **We do not accept Amex or Diners Club Cards**

Card Number: _____ / _____ / _____ / _____ Expiry date: ____/____

Name on Card: _____ Signature: _____

FAX TO: 02 9261 3990

Please see our website www.greencapital.org.au for our cancellation policy and further details on the Green Capital program. Prices are subject to change.

