

COMMUNICATING CSR: WALKING THE TIGHTROPE

REVISED AND UPDATED

MELBOURNE | 6 MAY 2010 | 9.00AM-5.00PM

DID YOU KNOW...

A majority of Australians believe companies should promote their CSR activities, but they also think companies have no morals and they trust companies less today than they did a year ago?

In today's world, scepticism rules! How will you overcome it to credibly communicate your organisation's CSR approach and achievements?

How can a communications professional walk the tightrope?

This essential hands-on learning program explores the paradox of CSR communications and provides indispensable guidance on effective CSR communications. Learn how to credibly communicate your CSR approach to employees, special interest groups, customers and NGOs, so you can create a more trusting environment for better business performance.

WORKSHOP OBJECTIVES

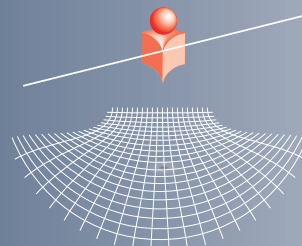
- Understand CSR and the role of communications
- Explore proven strategies that will allow you to manage CSR communications with confidence
- Learn about CSR communications tactics that work
- Discover insights from the latest research into CSR issues management
- Hear examples of best practice in CSR communications with key stakeholders
- Apply the CSR Communications Framework to solve your organisation's CSR communications challenges

WHAT YOU WILL LEARN

- How to communicate with stakeholders that your organisation is doing good things
- When to use direct communications and when to use indirect communications
- How to get the most benefit from corporate social initiatives
- How to make your CSR communications credible
- How CSR communications influences your reputation
- The role of new and traditional media in communicating CSR

 BOOK THIS WORKSHOP BY
COMPLETING THE REGISTRATION
FORM AVAILABLE AT:
www.accsr.com.au

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ACCSR'S PARTNERSHIP WITH LA TROBE UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

This workshop is eligible for Recognised Prior Learning or for credit towards the Graduate Certificate in Corporate Responsibility at La Trobe University Graduate School of Management.

For more information about learning with La Trobe GSM, visit:
www.latrobe.edu.au/gsm



ABOUT ACCSR

ACCSR helps organisations create lasting value through responsible business strategies and productive stakeholder relationships. Our unique capability-building approach helps organisations identify and understand their social responsibilities, capacity and impact and develop strategies and tactics to reduce social risks and improve both performance and social responsiveness. Our learning programs build individual capability for managing social responsibility and underpin the professionalisation of the corporate responsibility management function.



Australian Centre for Corporate Social Responsibility

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ACCSR WORKSHOP PARTICIPANTS SAY...

“The Communicating CSR workshop was the right mix of theory, practical exercises and case studies. It was also a great opportunity to share ideas and network with others in this area.”

*Emily Armet,
Account Manager,
Fenton Communications*

“A very worthwhile experience. Well done.”

*Paul Evans,
Lecturer,
University of Melbourne*

