

Event details

- 5 July 2012, 10.00 – 16.00
- University of Leicester, Leicester LE1 7RH

Draft agenda

10.00 - 10.20	Arrivals and coffee
10.20 – 10.30	Welcome, housekeeping and overview of the day
10.30 – 13.00	<p>Overview of Green Marketing and it's role within our society today</p> <p>In depth look at the recent London Green Party campaign analysing the success of campaign content on various social media channels including Youtube, Facebook, Twitter & Pinterest</p> <p>An appraisal of social media campaigns including 38 Degrees, Student Switch Off, Twitchange</p> <p>Strategies used to achieve the best results possible from the tools you have available</p>
13.00 – 13.30	Lunch
13.30 – 14.00	Luke Nicholson, CarbonCulture
14.00 – 14.30	John Bailey, University of Greenwich
14.30 – 14.45	Tea/coffee break
14.45 – 15.30	Sam Robinson, Challenge for Change
15.30 – 16.00	Panel discussion and questions
16.00	Close