

MARKETING 101: CREATE YOUR CAMPAIGN

Thursday 29 September 2022

Welcome to the Marketing 101: Create Your Campaign Seminar. This seminar is designed to help you build confidence with your campaigning, whatever your level of expertise or resource. Hear from Circular Communities Scotland staff, an industry expert, and be inspired by your peers in the sector. Learn, network, and get involved by sharing your exciting marketing, campaign and brand work with your peers.

AGENDA

- 10:00** WELCOME & INTRODUCTIONS
- 10.10** PRESENTATION:
CREATE YOUR CAMPAIGN,
SARAH CASE, CIRCULAR
COMMUNITIES SCOTLAND
- 10:30** EXTERNAL PRESENTATION:
CATHERINE BOZEC, ZERO WASTE
SCOTLAND
- 10.50** CONVERSATIONS WITH MEMBERS:
DIAMONDS IN THE COMMUNITY
THURSO CDT
GLASGOW WOOD
CFINE
- 11.20** ALL MEMBERS: NETWORKING AND
UPCOMING COMMS NEWS
- 11.30** SEMINAR CLOSE