

Crafting a Sustainable Brand

ESG Communication Strategies for Impact



This workshop is designed to empower management professionals with the knowledge and skills necessary to integrate Environmental, Social, and Governance (ESG) principles into their branding and communication strategies effectively.

Participants will explore the significant impact of sustainable practices on branding and business growth and develop ethical strategies for engaging with stakeholders to drive sustainability initiatives.

Fees

RM 1,200 per pax
(HRD claimable | Limited seats – reserve now)

What's included:

- Comprehensive training materials, including full slides and key resources
- Certificate of Completion
- Lunch and tea breaks
- Networking opportunities

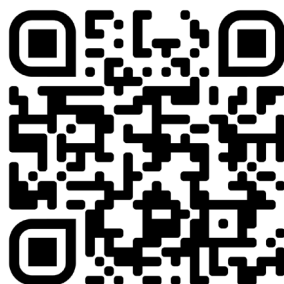
What we will cover

1. Key concepts of sustainability in branding, including the business case and consumer trends.
2. Stakeholder Engagement Strategies: Identification and communication strategies for internal and external stakeholders.
3. Techniques for ethical sustainability communication and avoiding greenwashing and bluewashing.

Learning Outcomes

- Grasp sustainability concepts in branding and develop strategies for effective communication.
- Identify crucial stakeholders and learn how to effectively engage them in sustainability initiatives.
- Recognise and avoid common pitfalls in sustainability communication, enhancing brand integrity.

REGISTER NOW



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Modules

Topics explored in this training include:

Sustainable Branding: The Future of Business

- An overview of sustainable branding, exploring why effective communication of sustainability is crucial in meeting consumer and supply chain expectations, with real-world case studies..

Building Your Sustainability Narrative

- How aligning brand purpose with sustainability can drive growth, examining common pitfalls, and key principles for building an authentic and compelling narrative.

Ethical, Effective Sustainability Communication

- Strategies to avoid greenwashing and bluewashing, emphasising the importance of transparent and crisis communication to maintain consumer trust.

Knowing Your Stakeholders

- Understanding the roles of internal and external stakeholders in sustainable branding and how they shape your sustainability strategy across the value chain.

Engaging Stakeholders and Consumers in Sustainability

- Techniques for engaging stakeholders through various channels, with a focus on building brand loyalty and trust through transparent and ongoing communication.

Empowering Brand Ambassadors

- The role of internal and external brand ambassadors in advocating for the company's sustainability initiatives, fostering a culture of sustainability, and amplifying the brand's message.

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Meet your trainer:

**Wan
Imran**

Wan Imran is a leader in sustainability strategy and ESG integration, helping businesses align their brand purpose with sustainability principles. As CEO of Fuller Impact, he guides organisations across industries in embedding ESG practices into their operations and communication strategies. With over 20 years of experience in both corporate and private sectors, Imran has led initiatives in responsible branding and sustainability-driven communication. His work emphasises transparency, ethical leadership, and integrity. In this workshop, he offers practical insights to help businesses build sustainable brands, avoid greenwashing, and engage stakeholders authentically.

Choose your date and register now!

Month

Dates (1-day course)

14 November 2024 | AVANTÉ Hotel, Kuala Lumpur

28 November 2024 | CIDB Convention Centre, Kuching, Sarawak

5 December 2024 | Iconic Hotel, Penang

12 December 2024 | Sabah Int. Convention Centre, Kota Kinabalu, Sabah