

Training

BUSINESS-TO-BUSINESS/CONSUMER CASE

Clients: **Local Authorities**

Buckinghamshire

Cambridgeshire

Hertfordshire

Project: Communications training clinics

Date: 2004

Brief: To design and run communications training clinics to enable in-house staff to develop marketing plans for different elements of their recycling services and to successfully submit applications to government funding source.

Outcome: Each council was successful with their application and were awarded substantial funds. They were able to implement their communications campaigns.