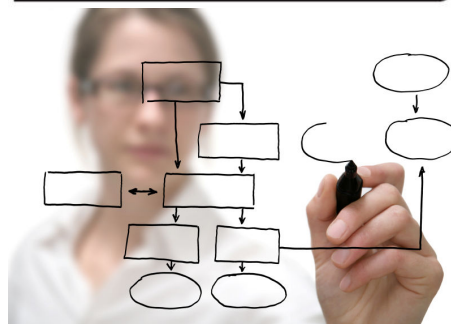


Networking Breakfast
Making green your USP –
marketing your green
credentials effectively!



This interactive workshop in conjunction with Chemical Sciences Scotland will present practical steps for businesses on:-

- How to maximise the value from your green credentials
- How to market your green credentials effectively?
- How will it affect your bottom line?

Come along and hear from two leading presenters at this **free** event.

Date: Thursday 2nd April 2009

Venue: **Aston Hotel**, The Crichton, Bankend Road, Dumfries DG1 4ZZ

Registration: Contact Pamela Young on 0141 572 1600 or pyoung@targetinginnovation.com

8.30am Networking Breakfast (bacon rolls)

9.00am Welcome and Introduction

9.10am **Why green is essential for survival and better business**
Dr. Richard Philpott, Chemistry Innovation Knowledge Transfer Network

9.30am **Marketing your green credentials effectively**
Mr. Russell Ferguson, Managing Director, RFM research

10.10am Facilitated discussion

10.25am Next steps and further support available

10.30am Networking Opportunity including 1:1 follow-up with the speakers and Knowledge Links team

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