

Now scheduling on-site workshops in the U.S. & Canada for:

# Staying ahead of Global Trends

keeping your conservation efforts relevant  
during changing times

Consumer expectations are changing rapidly and they're setting the bar higher than ever for organizations they support. Today's consumer wants companies to deliver:

- ▶ Trust + Transparency
- ▶ Authentic Connections
- ▶ Empathy + Assistance

Shifts like these will impact how you engage with your audience and motivate them to take conservation action, so it's important to stay ahead.

**This workshop** will identify realistic and actionable ways your organization can meet these rising expectations and remain relevant. Available in full-day or half-day formats.

## **Full-day workshop includes:**

- Overview of changing expectations and trends.
- Selection of top trends most suited for your organization.
- Brainstorm activity on applying trends.
- Small group work to identify actionable ideas.
- Plan for testing & researching ideas.

7 hours | up to 20 people | \$1,050\*

## **Half-day workshop includes:**

- Overview of changing expectations and trends.
- Top trends most suited for your organization pre-selected prior to workshop.
- Small group work to identify actionable ideas.

3.5 hours | up to 20 people | \$525\*

# Book your workshop!

contact Brooke Tully  
brooke@brookes2cents.com



## Meet the trainer

Hi! I'm Brooke, and I'm passionate about helping orgs create conservation movements that stick.

Yet, one of my biggest fears is that great conservation efforts will become irrelevant if they don't stay on top of rising and changing consumer expectations.

I've been intensely studying these global trends and connecting them specifically to environmental programs.

All with the goal of helping your organization develop kick-ass ideas to stay ahead.

You can learn more about my work [here](#).

## Workshop format

Workshops are designed with adults in mind.

They are interactive, interesting, challenging and fun.

Both half-day and full-day workshops include a healthy mix of presentations, individual processing time, small group work, energizers, and larger group brainstorming and decision-making.

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*Brooke is an excellent trainer and highly capable facilitator who creates and maintains a really positive, stimulating training atmosphere.*

*Her experience in commercial marketing and behavior change for conservation NGOs is clearly evident and put to excellent use.*

*-Stuart Paterson, FFI*

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If you want to learn more about the changing expectations and trends I'll cover in the workshop, then you can watch the replay of my Getting Ahead of Global Trends webinar [here](#).

**brooke**tully