



Climate Changers Meet up #4



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Tue, 26 Nov, 8:30am - 10am AEDT



The Greenhouse
Sydney, Australia



James Greet
29 followers · [Contact host](#)

Event description

'The Climate Changers Meet up is a place to connect and meet like-minded climate aware people driving change in Advertising, Comms, PR, Media, Marketing and beyond.

It's not just an echo chamber for ESG types though. It's an open forum for people in our Industry curious about climate action to connect, share and combine to make a difference.

Our meet-ups typically run for 90 minutes bookend-ed with 15 minutes networking. The hour in the middle is set aside to discuss and workshop a specific action of high interest to us all.

In this next session we'll be looking at how we can leverage the 'new business pitch' as a powerful moment for change.

New business is the lifeblood of the Advertising Industry. Yet for many marketers their knowledge of how they can determine 'climate creds' is limited. The clear purpose of this session will be to determine the components of a 'climate creds' checklist that marketers and / or their procurement partners can lean into to help them get started, as well as how we then socialise and build currency for the checklist. Change the conversation from the Client, change the behavior of their Agency / Media owner partners, step change the Industry's climate action. The 'pitch' is the seminal moment and mechanic to do this!

To set us up for this workshop Australia's leading client whisperer and pitch advisor Darren Woolley of TrinityP3 fame will share some topline market observations before we break into small groups to build and share our ideas. Please join us, and bring a colleague or friend!

James

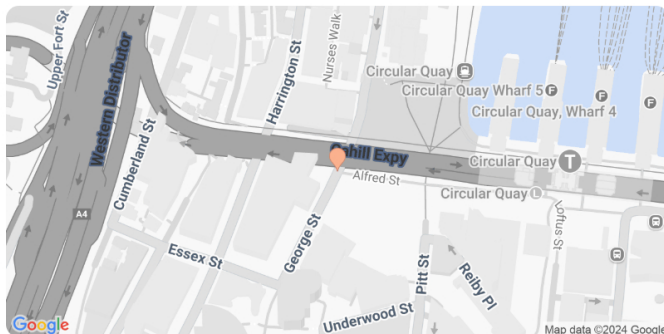


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Location

The Greenhouse
level 3/180 George St, Sydney NSW 2000, Australia


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Refund policy


No refund policy specified.

Host



James Greet
29 followers

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Former Media Agency CEO and Co-Founder of The Payback Project

Keywords

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