

Campaign skills for the sustainable energy industry in a General Election Year

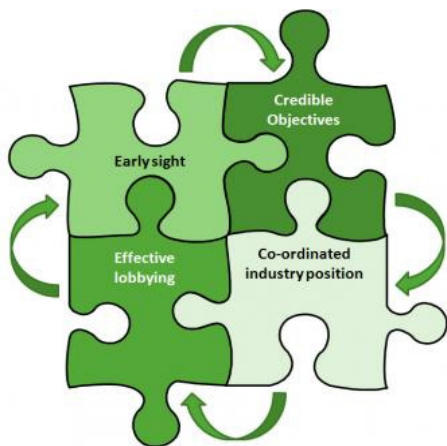
Join JDS, advisers to leading sustainable energy organisations such as the Micropower Council and a number of All Party Parliamentary Groups at Centre Point Conference Centre, near to Tottenham Court Road Tube Station, London on the 24th February or 16th March 2010, 9am till 4.40pm



JDS Associates
SUSTAINABLE ENERGY - STRATEGY, PUBLIC POLICY & REGULATORY SPECIALISTS

>>Help your organisation achieve its policy objectives in 2010, a critical year for sustainable energy policy.<<

For just £250 (plus VAT) per delegate for the full day, we will help you to gain key insights into the campaigning techniques that helped us achieve key policy changes in the UK and EU for sustainable energy technologies, helping you achieve your policy objectives in 2010.



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Issues covered will include:

- Energy Policy Challenges to 2020
- Low carbon transition during the next UK Parliament – key themes and issues
- Sustainable energy kingmakers in the next Parliament
- Identification of opportunities and threats – development of credible objectives
- Building a stakeholder map
- Construction of reasoned policy argument: framing your agenda in the context of sustainable energy
 - (a) Developing the carbon saving rationale for policy change
 - (b) Additional justification such as economic benefits
- Development of a structured influencing campaign – how to maintain momentum and deliver results.

Book your place for either 24th February or 16th March by emailing Thomas Higgins; thomas.higgins@jdsassociates.com or by calling 01564 771554

<<<Special offer price: £250 (plus VAT) per delegate>>>

Find out more about us at www.jdsassociates.com



JDS: The leading light in sustainable energy policy