

Building Bridges: Avoiding Pitfalls in Climate Communications & Cultivating Strategic Partnerships

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What distinguishes great climate communicators? Join me for an engaging workshop on the power of communications to catalyze the climate movement. Together, we'll discuss how communicators can act as bridges between diverse campaigners, decision-makers, funders, and experts.

Despite their pivotal role, communicators often face barriers that limit their effectiveness in the climate movement. This workshop will explore those challenges and introduce a framework of common pitfalls in climate communications – and strategies to avoid them.

Through real-life case studies and discussion prompts, the session will offer practical tools for communicators to forge more strategic partnerships. We'll also discuss how to best implement touchpoints to sustain engagement and target specific audiences in climate campaigns.

Participants will have time to reflect on future commitments, leaving with actionable strategies and a positive mindset to lead more effective climate campaigns. I look forward to diving deeper into the nitty-gritty of climate communications with you.