

## Rainforest Alliance To Hold Follow The Frog Campaign Webinar

Thursday 27 November, 2014

Do you sell or market products that carry the little green frog seal that represents the Rainforest Alliance? Have you heard of the Rainforest Alliance's sustainability campaign, *Follow the Frog*? Would you like to find out what it's all about and how you can get involved? Well, make sure you sign up to the Rainforest Alliance's *Follow the Frog* webinar.

Taking place on [Wednesday 3rd December at 10am](#), the *Follow the Frog* webinar is hosted by the UK and Ireland communications team at the Rainforest Alliance. It's aimed at people involved in selling and marketing products that bear the Rainforest Alliance seal, and will help you to:

- **Learn about this year's *Follow the Frog* campaign:** The changes from previous years; the target audience; the Guardian platform; and the role of advertising and social media.
- **Tell your own sustainability stories:** Link to the campaign content to amplify your own message and build emotional connections to the target audience - your customers.
- **Take a tour of the marketing tools and resources available:** Watch a demonstration of the campaign toolkit, showing you the downloads and the messaging support available to help you make the most of the campaign opportunity.
- **Tell the Rainforest Alliance what support you need:** Give them your thoughts on the support, tools and resources you need to communicate your links to the Rainforest Alliance.

To register for the webinar, please visit:

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