



SMSBF
Southeast Michigan Sustainable Business Forum

+GREEN MARKETING

Accelerating the Pace of Adoption of Eco-Friendly Innovation

Join us as we discuss the challenge of encouraging the adoption of eco-friendly products, behaviors, and messages. We will focus on the importance of grounding environmental products and messages in the core needs of the consumer.

The presentation will draw on real-world examples of successful and less-than-successful efforts at marketing eco-friendly products and services, from a wide range of companies and product categories.

Phil Roos founded Arbor Strategy Group in 1998 as a growth-strategy consulting firm. In 2001, they bought NewProductWorks, an innovation center that houses the world's largest physical collection of innovative new consumer products from around the world. They track every new product launch across 300-plus product categories globally.



+ September 15, 2011
8:00 - 10:00 A.M.

+ REGISTRATION



Lawrence Technological University
UTLC Building, Room T410
21000 West 10 Mile Road
Southfield, MI 48076

On the 4th Floor near Marburger Terrace
across from the elevators

Non-Members - \$20.00
Registration will be recorded with your
payment made via PayPal to
events@smsbf.org



Members - FREE
Email events@smsbf.org to register

+ SAVE THE DATE Our Next Monthly Meeting will be on October 20, 2011