

Thematic Communication Workshop: People forget *facts*, but they remember *themes*.

16-17 June 2009

Jupiter's Casino 9:00am-5:00pm



Do you want to help create a sustainable Townsville?
Do you want to influence or even change your visitor's behaviour?
Do you want people to sit up, pay attention *and* get the point?

Thematic Communication is a tool that can help you get your message across and inspire change in your audience. This free two day intensive workshop delivered by Professor Sam Ham is a wonderful opportunity to help you inspire and provoke your audience towards action in regards to your key messages.

About Professor Sam Ham>>>

The course will be presented by Dr Sam Ham, Professor of Communication Psychology and Director of the Centre for International Training & Outreach (CITO), Department of Conservation Social Sciences at the University of Idaho, USA.

Professor Sam Ham has worked extensively in Australia; he is a leading consultant in planning, research and training for **Tourism Tasmania**. Sam has led a two-year development of products and training materials for the interpretation of Tasmania's nature, heritage, food and wine. Professor Ham is also Adjunct Professor of Tourism in the Department of Management, Monash University, Australia.

For anyone involved or interested in effective communication and getting their message heard... this FREE workshop is for you!

There is no charge for this course, but participant numbers are limited:
To register your interest, or find out more, contact Integrated Sustainability Services, Townsville City Council on 4727 9310 or at sustainable@townsville.qld.gov.au.