



# MOTIVATE LONDON SEMINAR

## Branding For Behaviour Change

Presentation: Tim Webb

Resources

Online:

[www.mediatrust.org](http://www.mediatrust.org)

Click on voluntary & community Group link  
Then click on: online guides.

This offers a wealth of information covering the topics listed in this pamphlet.  
They go into greater detail and offer media contact details.

Courses:

[www.btcv.org/etn](http://www.btcv.org/etn) The Environmental Trainers Network at BTCV runs training courses on different aspects of environmental issues but you have to pay for these courses.

Book:

The Guardian's **Media Directory 2004**.  
By Emily Bell & Chris Alden  
This lists all sorts of specialist and general media.  
It costs £17.99 from most bookshops  
ISBN 1-84354-041-X

Other:

Reuters	<a href="http://www.reuters.co.uk">www.reuters.co.uk</a>	020 7250 1122
Press Association (PA)	<a href="http://www.pa.press.co.uk">www.pa.press.co.uk</a>	020 7963 7474
Future Events News Service	<a href="http://www.fens.com">www.fens.com</a>	020 8672 3191
Amiplan (Advanced Media Information)	<a href="http://www.amiplan.co.uk">www.amiplan.co.uk</a>	020 8547 0077