

FUTURE FOODS:

COMMUNICATION STRATEGIES

FOR IMPROVED

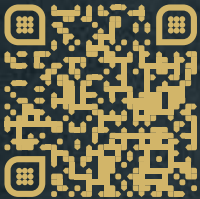
CONSUMER ENGAGEMENT &

PRODUCT ACCEPTANCE

JOIN US:

The Good Food Institute (GFI APAC) invites you to free workshops to improve communication between the food industry and consumers.

For the next available session, visit:



www.futurefoods.info



THE PROGRAM:

EFFECTIVE ENGAGEMENT AND PRODUCT ADVOCACY

Amidst reduced interest from consumers and investors, resistance to technologies in some quarters, e.g., Italy and the banning of cultivated meat, and high-profile failures and economic woes of some companies which have led to an erosion of trust in the sector, there is a growing realisation that communication around the future food space must change. There is a real need to move beyond the current PR modality, as this alone will not win the battle for the consumer. We believe that it is vital that the tools and techniques of Risk Communication be included in our interactions with consumers (and governments/regulators). We must be proactive in managing the pushback that we are facing.



The CLIFF workshops will introduce risk communication strategies to sector members in Singapore and, as a result of GFI APAC's partnership with ABKCL, will be offered free to invitees. These 2-day courses are typically offered to clients for \$15-20,000.

THE SCIENCE:

RISK COMMUNICATION

It is essential to appreciate that Risk Communication is NOT PR or corporate / marketing communication. It is a science-based approach for communicating effectively in high-concern, low-trust, sensitive, or controversial situations. Risk Communication enhances knowledge and understanding, builds trust and credibility, encourages dialogue, and influences attitudes, decisions and behaviours. This communication program aims to ensure that there is a market in which companies can promote their products, i.e., have a social license to operate. Risk communication techniques have recently been successfully used in a wide range of situations to address concerns about technology or the ethics of genetically modified food, stem cells, cloning, nanotechnology, animal testing, etc.

THE SPEAKERS:

30 YEARS OF HIGH-LEVEL CONSULTING

COMMUNICATION
LEADERSHIP

Future Foods



Prof. Teng



Dr Powell

Professor Teng and Dr Powell have more than 30 years of experience in consulting and training clients from the global public and private sectors. They have worked on novel technologies in food and agriculture, biomedical sciences, industrial biotech, and issues related to food and water security and innovation.



