

green talks



Chris learnt the marketing communication trade from the ground floor up in London before migrating to Sydney in the 80's. His work at Saatchi's led to a transfer to Hong Kong where Chris's helped set up the first China office and most of the regional Asian centres. Returning to Sydney he was managing director of a Saatchi off-shoot before moving to Brisbane to be creative director. Stints at other agencies covered the breath of media disciplines and included developing accounting and traffic software including training and implementation. Chris also worked for five years with the print procurement area of the Commonwealth Bank. He has a wide-ranging knowledge of all areas of the advertising and procurement world with a practical business focus. Chris is also an environmental pragmatist and currently heads up TrinityP3's Green Marketing division which measures carbon emissions across all advertising and marketing communications, and offers clients specialist green auditing and compliant and traceable carbon offsetting programs. Chris brings TrinityP3 a strategic, as well as a practical knowledge to the entire operational assessment area of marketing communications and carbon tracking. He is quickly gaining a global reputation for his breakthrough 'green' work and his most recent and upcoming speaking engagements include:

Develop a greener digital media across a multi channel strategy

Green Media Boston, October 2008

Carbon: The restless gorilla at the planning table

AMI, September 2008

The effect of Carbon Emissions on Marketing Communications

Australia Post, June 2008

About TrinityP3

TrinityP3, Australia's leading marketing management consultants, consulted on over \$800 million in marketing expenditure in 2007. Benchmarking and assessing current processes and costs, TrinityP3 identifies opportunities for greater efficiencies and effectiveness in all aspects of marketing communications including advertising, media planning and buying, public relations, digital and direct marketing. Working with the majority of Australia's top 200 companies, TrinityP3 has delivered significant savings in cost and time to market through service provider review and selection, process assessment and improvement, contract negotiation, remuneration modelling, cost benchmarking and training.

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