

TRAINING

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The training area of Ethical Performance Online lists CSR, SRI and sustainability courses. This area of our website is designed to allow the visitor to find the type of course they are looking for as quickly as possible, allowing both companies and users to get the best results. The site features courses provided by everything from universities and other educational establishments to specialist companies.

A training course email alert featuring all courses on the site is sent monthly to 15,000 opt-in recipients worldwide and directs them to Ethical Performance Online, where your course is listed.

BENEFITS

- **targeted** – only CSR and SRI courses featured
- **focused** – 62% of recipients work for companies, institutions or investors
- **actively marketed** – monthly email campaigns direct traffic to your courses

Menu allows users to narrow down the courses by type and region

You specify the content of your entry with up to 250 words of text

A logo with clickthrough to your website is available for an additional fee

You can provide contact details (phone number, email address and website)

We can host PDFs containing further information

We provide tracking on clickthroughs and views of your courses

The screenshot shows the 'ethical performance' website interface. At the top, there is a navigation menu with links for Home, News, Events, Courses, Recruitment, Reports, Communications, Directory, and Contact Us. Below the menu, there are several sections: 'Training Course Home' with a list of current course types (Masterclass, Webinar, Evening Course, Workshop, Professional Development, Inhouse Training) and regions (Europe, Americas, Asia/Pacific, Web Based); 'TRAINING COURSES' with a search form and a description of the course details; 'Reporting and Communications' with a description of the CSR Asia course; and 'IRCA Certified Corporate Responsibility Training Course' with details about a 5-day course in Seoul, South Korea and Singapore. A CSR Asia logo is prominently displayed on the right side of the page.

This screenshot shows a detailed view of a course listing on the 'ethical performance' website. The course is titled 'REPORTING AND COMMUNICATIONS' and is a 'CSR Asia course'. It is a 1-day course with a location in Hong Kong, Malaysia or Singapore. The course overview states: 'Stakeholders are increasingly holding companies accountable for their activities and demand information that is consistent, material, comparable, credible and well structured. This course helps you to learn about international reporting standards and how to deliver your sustainability message effectively to support business objectives.' The topics include: Identifying the key issues on which to report; Transparency and accountability; Developing priorities through stakeholder engagement; International reporting standards; Global Reporting Initiative (GRI); Tools and strategies to deliver an effective sustainability message; Tailoring reporting solutions to meet a company's unique needs; Measuring and reporting on community investment; Reporting CSR activities to key stakeholders; Developing an effective communications plan; and Case studies of successful reporting strategies. The duration is 1 day, and the fee is USD 375, with a 10% early bird discount. The contact details for CSR Asia are provided: Phone: +852 3579 8079, Email: marketing@csr-asia.com, and Website: www.csr-asia.com.

Tariffs:

The cost of an entry relates to the period it is on the site for. A single month is \$155 while a whole year is \$1020. See below for more details.

month	price per month (\$)	total (\$)
1	155	155
2	155	310
3	120	360
4	120	480
5	120	600
6	105	630
7	105	735
8	105	840
9	105	945
10	105	1050
11	105	1155
12	85	1020

Logos are also available for a one off \$85 per course.

Button ads are charged at \$125 per month and are shown at the right of all training area pages.

All prices are excluding VAT