**Design Brief:**

**Project:**  European Recycling Platform (ERP) Members Forum Webinar e-invitation

**Brief:** Design an e-invitation to:

Event: ERP Ireland Members forum Webinar

Event Date: 25th November 2009

Time: 10:30 – 11:30

Location: Online via Webcast

Invite to be distributed via email marketing software application Createsend.ie

Designer will be required to input e-invitation into Createsend application

Transmission will be handled by Energy Communications

Size of e-invitation to be based on best practises for evites

Text for evite will be supplied

**Output:**  .html – to be inserted into campaign manager “Createsend”

**Design Style:** Needs to communicate an online event

Professional

Thought leadership positioning

Environmentally Friendly

Corporate colours Red / Gray as per attached logo

**Customer:** European Recycling Platform (ERP) – a compliance scheme approved by the Government for the take-back, treatment and recycling of Waste Electrical and Electronic Equipment (WEEE) on behalf of their members

**Target**

**Audience:** ERP Ireland Members (producers and retailers of Electrical and Electronic Equipment who have an obligation by law to recycle WEEE and Batteries)

**Budget:**  €200

**Draft Invite text:**

**Register Now (link – to be provided)** for the ERP Ireland Members Forum Webinar and stay up to date with the latest developments in WEEE and Battery Regulations

Don’t miss this opportunity to engage with ERP Ireland to discuss your WEEE & Battery compliance challenges

Date: Wednesday 25th November

Time: 10:30 – 11:30

**What attendees can expect to hear**

* Presentation from ERP Ireland General Manager, Martin Tobin
* ERP Ireland accomplishments to date and vision for the future
* Have your Compliance issues answered during our interactive Q & A session
* Presentation of ERP Annual Report

Join us on Wednesday 25th November via Live Webcast to hear a live presentation from ERP Ireland General Manager, Martin Tobin, followed by an interactive Q&A session

**Register here (link – to be provided)**

**Queries to:**

Ciara Hughes,

Energy Group,

T – 00353-1-8893111

E – [ciara.hughes@energygroup.ie](mailto:ciara.hughes@energygroup.ie)