



## How Your Company's Communications Team Can Support APR's Positive Messaging on Plastics Recycling

**Tuesday, October 1, 2019**

**4:45 – 6:00 pm**

**Embassy Suites Hilton Scottsdale Resort  
Scottsdale, Arizona, USA**

### Who is APR?

The Association of Plastic Recyclers (APR) is an international trade organization representing the plastics recycling industry. Membership includes independent recycling companies of all sizes, processing numerous resins, as well as consumer product companies, equipment manufacturers, testing laboratories, organizations, and others committed to the success of plastics recycling. As The Voice of Plastics Recycling®, APR advocates the recycling of all plastic, and our goal is simple: we want to increase the amount of plastic material that is recycled.

### What is this training?

In the past year, APR has devoted substantial time and resources to bolstering positive messaging around plastics recycling. We've heard from many of our member companies that they want to support and expand on these. This training will review APR's key communications themes and messages, and will provide specific examples of how your company can utilize your communications channels to advance our messages.

### Who should attend?

This training has been designed specifically for the corporate communications and marketing teams of APR member companies.

### What does registration include?

Your registration includes the communications training as well as the:

- Opening General Session of the APR meeting (1:30 – 4:30 pm)
- Networking reception (6:00 – 7:30 pm)

Attend the opening general session and get to know more about APR, its programs and initiatives, and get a better understanding of how APR works together with its member companies to advance the plastics recycling industry. The reception offers a casual environment to chat with others in the plastics recycling industry.

### How can I register?

Go to [tinyurl.com/APR-Comm-Training](http://tinyurl.com/APR-Comm-Training) to register and learn more. Get more information about the October APR Member meeting on APR's website: [plasticsrecycling.org/apr-meetings](http://plasticsrecycling.org/apr-meetings)