Social marketing is a planned process that uses commercial marketing techniques to influence behaviour change in target audiences to achieve social good. Social marketing can be a powerful tool in influencing decision making and has been particularly successful in influencing health behaviours in fields such as HIV/AIDS prevention, reduction in driving after drinking, childhood immunization, and tobacco reduction.

Participants will learn:
- The various approaches to behaviour change
- What social marketing is and what it is not
- The social marketing planning process
- Role of promotion in social marketing with brief discussion on social media.

**Brisbane:**
Thursday
July 14 or Friday July 15, 2011
Ship Inn, South Bank.

**Coolangatta:**
Monday
July 18, 2011
Southern Cross University, Coolangatta.

Social marketing is a planned process that uses commercial marketing techniques to influence behaviour change in target audiences to achieve social good. Social marketing can be a powerful tool in influencing decision making and has been particularly successful in influencing health behaviours in fields such as HIV/AIDS prevention, reduction in driving after drinking, childhood immunization, and tobacco reduction. Participants will learn:

- The various approaches to behaviour change
- What social marketing is and what it is not
- The social marketing planning process
- Role of promotion in social marketing with brief discussion on social media.

**Brisbane:**
Thursday
July 14 or Friday July 15, 2011
Ship Inn, South Bank.

**Coolangatta:**
Monday
July 18, 2011
Southern Cross University, Coolangatta.
WORKSHOP AGENDA

8:00 am – 8:15
Arrival tea and coffee

8:00 – 8:15
Introductions

8:15 - 9:30
What is and what is not social marketing

9:30 – 10:15
Social marketing planning process

10:15 - 10:30
Breakfast break

10:30 - 11:30
Breakout session 1: Exercise in identifying a target, segmenting the target, audience analysis

11.30 – 12:00 pm
Discussion of breakout session 1

12:00 - 1:00
Lunch

1:00 - 1:45
Promotional aspects

1:45 – 2:15
Use of social media in social marketing

2:15 - 2:30
Breakfast break

2:30 - 3:30
Breakout session 2: Exercise in creating social marketing strategy

3:30 - 4:00
Discussion of breakout session 2

4:00 – 4:15
Open forum

4:15 pm
Adjourn

How to get to South Bank

Brisbane: $5 parking for guests using the South Bank car park
To find Griffith University’s South Bank campus go to http://www.griffith.edu.au/about-griffith/campuses/south-bank-campus/how-get-griffith

How to get to Coolangatta

To find Southern Cross’s Coolangatta campus go to http://www.scu.edu.au/about/index.php/24/

Credit Card Billing Authorisation Form

<table>
<thead>
<tr>
<th>Credit Card Billing Information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Company Name</td>
<td></td>
</tr>
<tr>
<td>Person Authorising</td>
<td></td>
</tr>
<tr>
<td>Credit Card Type</td>
<td>[ ] Visa</td>
</tr>
<tr>
<td></td>
<td>[ ] Mastercard</td>
</tr>
<tr>
<td></td>
<td>[ ] Other. Please Specify</td>
</tr>
<tr>
<td>Issuing Bank</td>
<td></td>
</tr>
<tr>
<td>Credit Card Number</td>
<td></td>
</tr>
<tr>
<td>CVC Number</td>
<td>Please enter the 3 digits on the back of the card</td>
</tr>
<tr>
<td>Registrant(s)</td>
<td></td>
</tr>
<tr>
<td><strong>Amount</strong></td>
<td></td>
</tr>
<tr>
<td>Expiration Address</td>
<td></td>
</tr>
<tr>
<td>Billing Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Post code</td>
<td></td>
</tr>
<tr>
<td>Country if not Australia</td>
<td></td>
</tr>
<tr>
<td>Phone Number</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

I agree that all the information provided is accurate and complete. I agree that this order may immediately be terminated if the card is declined or charge backs against the card are claimed.

Authorised signature __________________________________________

Date: ______________________________

Facilitators

After spending initial years in India, Sameer Deshpande moved to North America and earned his Ph.D. from the University of Wisconsin-Madison. Currently, he is an Associate Professor in Marketing at the Faculty of Management and faculty member of the Centre for Socially Responsible Marketing at the University of Lethbridge, Canada. His research interests include applying social marketing thought to a variety of public health issues. He has published his research in several academic journals and books. Additionally, he has offered social marketing workshops to several nonprofit and government agencies primarily in Canada. He serves as advisor on governmental and nongovernmental social marketing campaign teams. Sameer has undertaken social marketing projects in a wide range of contexts including encouraging people to use less salt, to change their transport behaviour and to encourage recycling and composting behaviours.

Associate Professor Sharyn Rundle-Thiele leads Social Marketing @ Griffith at Griffith Business School. Sharyn is co-editor of the Journal of Social Marketing and she is currently serving as Treasurer of the Australian Association of Social Marketing. She is currently working with industry partners including Queensland Catholic Education Commission, Febfast and Mater Health Services. Sharyn has experience implementing commercial marketing activities to a targeted audience to achieve a social or profit goal.

Rebekah Russell Bennett is an Associate Professor at the QUT Business School. Rebekah is the National President of the Australian Association for Social Marketing and has worked with a variety of organisations in Australia including Queensland Transport, Australian Breastfeeding Association, Australian Red Cross Blood Donation Service and Queensland Health. Rebekah has experience in the use of social media for behaviour change campaigns and she will provide both an overview of the theories relating to social media, the risks and rewards for social marketers and a case-study of a recent campaign.

I wish to register for

| 14th July Brisbane |
| 15th July Brisbane |
| 18th July Coolangatta |

Participants will receive a certificate acknowledging their attendance at the workshop.

Please return this form to Associate Professor Sharyn Rundle-Thiele via email or fax.

Email: s.rundle-thiele@griffith.edu.au
Fax: (07) 3735 7126

Proudly supported by: