Build your business case for attending Change 2019
Making your business case

“Time spent on reconnaissance is seldom wasted”

Arthur Wellesley (Duke of Wellington), Victor of Waterloo

We have put together this conference justification toolkit because we know you are working within a tight budget. We are also confident the learnings you will take away from the 2 ½ day event will be more than recovered.

Our Change 2019 speakers are experienced in delivering programs with positive returns on investment (e.g. 260% ROI for every $1 spend).

Join us at Change 2019 to learn how.

In this toolkit you’ll find the following:

1. Clearly defined benefits of attendance (ROI)
2. Calculating your cost base
3. Time out of office is time well spent
4. Conference program
5. Conference speakers & workshops
6. Custom Letter

“Great conference, some stand out speakers, and some a–ha moments that we will be able to take back to our organisation.”

Change 2018 delegate

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Register now
Learn from experts. Our 20 speakers have delivered Global, National, State and local level campaigns and they have advised and guided many more campaigns. Change 2019 speakers have delivered social change. Read more below about one of our keynotes Professor Jeff French, CEO of Strategic Social Marketing.

Jeff works with Governments, some of the world’s biggest private companies, International NGO’s, as well as global organisations such as WHO and the European Centre for Disease Control on the development and evaluation of programmes that aim to influence positive social and health behaviour. Jeff is also an advisor to the UK Dying Matters coalition, served on the advisory committee of the European EPODE obesity prevention ‘Open programme’ and currently also serves on the advisory committee of the National PHE sponsored national HIV Prevention Advisory Board for England.

10 Reasons to attend Change 2019

1. 20 of the world’s brightest and boldest game changers presenting TED style keynotes.
2. Deep dive interactive workshops.
3. New methods that are guaranteed to generate ideas needed to disrupt your current practices.
4. The latest behaviour change strategies and implementation techniques.
5. Unique approaches that can be implemented to identify barriers preventing the outcomes you want.
6. Strategies to reduce costs, save time, enhance return on investment and maximise outcomes achieved.
7. Examples of successful projects that have changed more than 40% of people reached.
8. Opportunities to network and generate new partnership opportunities for your work over evening networking drinks and canapes.
9. Time to ask questions. Our interactive format will help to answer all questions coming from the Change network.
10. A competitive edge.

“I found the conference format beneficial to my professional development as a behaviour change marketer.”

Change 2018 delegate
## Calculating your cost base

### Investment Worksheet

Use the worksheet below to outline the total investment for you (and your team) to attend Change 2019.

<table>
<thead>
<tr>
<th>Expense</th>
<th>Guideline</th>
<th>Cost</th>
</tr>
</thead>
</table>
| Conference registration       | • Full conference ticket plus 2 half day workshops (2 & 1/2 days) - $1195 + GST p/person  
                              | • Full conference ticket (1 & 1/2 days) - $695 + GST p/person               | $    |
| Flights (if applicable)       | Contact your travel agent for a quick quote                                | $    |
| Accommodation                 | Best options at South Bank or Brisbane CBD                                 | $    |
| Transportation (to & from airport) | Taxi/Uber/Public Transport                                                 | $    |
| Food expenses                 | Full day catering (excludes breakfasts and dinners)                        | $    |
| Subtotal                      |                                                                          | $    |
| Total number of employees going |                                                                          | $    |
| Multiply subtotal by total number of employees going = Total |                                                                          | $    |
Time spent out of the office is not a cost, it is an important investment.

Three keys areas to focus on to ensure that you get the most out of the conference experience as possible.

1. **Preparation and goal setting:**
   - Identify what you and your manager are expecting to learn/gain. Organise a meeting before the conference, ask your manager if they have specific questions they would like answered and/or possible solutions to current challenges faced.

2. **Attend each session of the conference:**
   - Why not take advantage of the many networking opportunities available before the conference officially begins. Grab your free barista made hot drink and mingle with like-minded behaviour change experts before the day starts. Share common frustrations and learn how others have overcome common challenges. Come along to the networking function (Thursday 24 October).

3. **Sharing your knowledge:**
   - Commit to compiling a two-page snapshot of your learnings from the conference, with key takeaways to share with your team. Advise your manager that you are happy to do a quick tea break presentation to your team to share the valuable knowledge and tools gathered. **Note:** Sections of most of the presentations will be available on the Social Marketing @ Griffith YouTube channel, that your team can review post conference.

Subscribe to our [YouTube channel](https://www.youtube.com) and turn on notifications to know when the next keynote is posted.

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*Change 2018 keynote Prof Linda Brennan chatting with Prof Alan Tapp and Change delegate.*

*Change 2018 keynote George Zdanowicz chatting with Change delegate.*

*Penny Burke presenting at Change 2018.*
## Thursday 24 October, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am</td>
<td><strong>Morning Coffee/Tea</strong>*</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Professor Jeff French, The Peasants Are Revolting!</td>
</tr>
<tr>
<td></td>
<td>Tom Perry, The ‘ultimate empathy machine?’ Using VR storytelling to reach global decision makers</td>
</tr>
<tr>
<td></td>
<td>Sarah Mak, Driving Change through Real Stories</td>
</tr>
<tr>
<td>10:30 am</td>
<td><strong>Morning Tea</strong>*</td>
</tr>
<tr>
<td></td>
<td>Dr Robert Holmes, Behaviour Change at the Population Level</td>
</tr>
<tr>
<td></td>
<td>Elizabeth Palu, Sipping coconuts and pot holes: implementing behaviour change programs in the Pacific</td>
</tr>
<tr>
<td></td>
<td>Steve Menzies, Scaling Up Behaviour Change to Achieve Global Conservation and Climate Protection Goals</td>
</tr>
<tr>
<td></td>
<td>Interactive session</td>
</tr>
<tr>
<td>12:30 pm</td>
<td><strong>Lunch</strong>*</td>
</tr>
<tr>
<td></td>
<td>Jeff Jordan, Developing Trauma-Informed and Human-Centric Programs</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Dr Patricia David &amp; Dr Jason Pallant, It’s all about behaviour Change!</td>
</tr>
<tr>
<td></td>
<td>Dr Michael Mehmet, Harnessing Social Media to Listen to Community</td>
</tr>
<tr>
<td>3:00 pm</td>
<td><strong>Afternoon Tea</strong>*</td>
</tr>
<tr>
<td></td>
<td>Josh Hall, Humans + Machines, greater than the automated dream</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Tony Ryan, Optimistic Futures</td>
</tr>
<tr>
<td>4:30 pm</td>
<td><strong>Close</strong></td>
</tr>
<tr>
<td>4:30 pm</td>
<td>Networking Function**</td>
</tr>
</tbody>
</table>

## Friday 25 October, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am</td>
<td><strong>Morning Coffee/Tea</strong>*</td>
</tr>
<tr>
<td>9:00 am</td>
<td>Dr Rory Gallagher, Nudging for Change: An Introduction to Behavioural Insights</td>
</tr>
<tr>
<td></td>
<td>Dr John Pickering, “Go Big or Go Home”: How to Change Behaviour at Scale</td>
</tr>
<tr>
<td></td>
<td>Luke van der Beeke, The Problem with Paradigms</td>
</tr>
<tr>
<td>10:30 am</td>
<td><strong>Morning Tea</strong>*</td>
</tr>
<tr>
<td></td>
<td>Kate Wakeling, Banking on Shared Value</td>
</tr>
<tr>
<td></td>
<td>Dr Abi Badejo, From Formative Research to Practice: The Case of Grace + Grit Social Enterprise</td>
</tr>
<tr>
<td></td>
<td>Clinton Schultz, Regaining my Spirit from the Spirits</td>
</tr>
<tr>
<td></td>
<td>Michele Goldman &amp; Julia Ovens, Are those you aim to serve really at the heart of your organisation?</td>
</tr>
<tr>
<td></td>
<td>Interactive session &amp; close of conference</td>
</tr>
<tr>
<td>12:30 pm</td>
<td><strong>Lunch</strong>*</td>
</tr>
</tbody>
</table>

*This is a fully catered conference

**Interactive workshops on Wednesday and Friday are between 1.30 pm and 4.30 pm
Conference speakers

Professor Jeff French
Tom Perry
Sarah Mak
Dr Robert Holmes
Elizabeth Palu
Steve Menzies
Jeff Jordan
Dr Patricia David & Dr Jason Pallant
Dr Michael Mehmet
Dr Josh Hall
Tony Ryan
Dr Rory Gallagher
Dr John Pickering
Luke van der Beeke
Kate Wakeling
Dr Abi Badejo
Clinton Schultz
Michele Goldman & Julia Ovens

Register now

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5 Conference workshops

Wednesday 23 October, 2019

Jeff Jordan
Defining your audience's pathway to behaviour change

Professor Jeff French
How to develop effective social programmes that citizens love

Steve Menzies
Defining the connections between community-based & digital social marketing strategies

Friday 25 October, 2019

Professor Sharyn Rundle-Thiele
Putting it all into practice with the Professor

Dr Rory Gallagher
Nudging for change: A deep dive into behavioural insights

Dr John Pickering
Creating change in complex environments

*These workshops each have a limited capacity of 30, so get in quick to secure your preference.
Re: Change 2019 | 23 – 25 October 2019 | South Bank, QLD, Australia

Dear XX

By attending Change 2019, 23-25 October 2019 in Brisbane, Australia, I will bring back knowledge and contacts that would greatly benefit our organisation. Change 2019 brings together both domestic and international experts achieving positive returns on investment for programs implemented. The featured speakers offer a wealth of experience in achieving behaviour change over the longer term. I will extend my network meeting more than 150 change agents from Australia, New Zealand and all over the world.

I have reviewed the conference program, and I look forward to attending [insert specific learnings, sessions, networking events, other activities you plan on participating in]. By attending Change 2019, I will gain valuable knowledge and contacts to share and benefit our organisation. As the [insert your job title], my specific goals in attending are to [insert goals as related to your job responsibilities].

Below is an approximate breakdown of expenses:

- Conference Registration: [$XXX]
- Flight: [$XXX]
- Accommodation: [$XXX]
- Transportation: [$XXX]
- Food expenses: [$XXX]
- Total: [$XXX]

This year, our organisation set out to [insert company’s goals] and attending Change 2019 will work towards these goals by [insert what you will gain from attending and how these efforts connect to the organisation’s goals].

I appreciate that my attendance represents an investment in terms of time and money. Financial costs should be viewed as an investment given the learnings I can bring back will be implemented to deliver changes over the longer term. I will learn how to leverage the funds we invest into our programs ensuring we can communicate our programs in terms of positive return on investment. You’ll also note my plan for pre conference preparation and goal setting, along with a post conference report presentation to ensure we get maximum value from our investment.

Thank you for your considering support of my attendance at Change 2019.

Sincerely,

[Your name]
[Your position]
A CONFERENCE THAT WILL EMPOWER AND ENABLE YOU TO ENACT BEHAVIOUR CHANGE

Register now
griffith.edu.au/Change-2019

23 – 25 October 2019
Griffith University, South Bank campus, Building S05, Room 2.04
226 Grey Street, South Bank QLD 4101

For more information, please email socialmarketing@griffith.edu.au or call (07) 3735-3716.

Conference Location

griffith.edu.au/Change-2019

CHANGE 2019 PARTNERS