

SOCIAL MARKETING MASTERCLASS

Advanced

Friday 17 August 2018

Thinking (even) more like a marketer

To deliver change you need to offer something of value at the right place and time. Social marketing is rarely being implemented to its full extent and recent field trials show us that using more of the social marketing toolkit can deliver higher rates of behavioural change. Come along and advance your knowledge of the marketing toolkit. We will deliver you with more tools and even more understanding to help you to enable change.

In this workshop we challenge you to understand how your programs can be extended way beyond information and communication only appeals (1P promotion). We will work with you to identify the many ways that your program could be changed to deliver something of value at a time and place that is convenient to the audience that you target.

We often focus on individuals delivering programs aimed at helping them change. Change is more complex and the individuals who need to change often face social and built environment barriers which prevent change. In the afternoon session we show you how to broaden your focus to take a wider (systems) stance. This class provides you with tools and techniques to apply to identify structural and system barriers.

Finally in this workshop we challenge you to consider the many agencies tasked with delivering behavioural change. You will be challenged to identify potential synergies that could be obtained to extend reach in the communities you serve.

Participation in the Advanced Social Marketing Masterclass will advance your knowledge of the social marketing toolkit and provide you with more tools to enable change.

**PLACES
ARE
LIMITED**

Highlights

- Mixing It Up
- Moving beyond the individuals who need to change
- Tools to apply to solve wicked problems
- Working smarter and not harder

Details

- Date:** Friday 17 August 2018
Location: Griffith University, South Bank campus
Building S06, Room 2.02 (Ship Inn)
Price: \$499 + GST
Catering: Full day catering included
Queries: Email socialmarketing@griffith.edu.au

Register: [events/griffith.edu.au/social-marketing-masterclass](https://events.griffith.edu.au/social-marketing-masterclass)

Program

Time	Topic
9.00 am - 10.30 am	Mixing it up
10.30 am - 10.45 am	Morning tea
10.45 am - 12.15 pm	Moving beyond the individuals who need to change
12.15 pm - 1.15 pm	Lunch
1.15 pm - 2.45 pm	Tools to apply to solve wicked problems
2.45 pm - 3.00 pm	Mini break
3.00 pm - 4.30 pm	Working smarter and not harder

'Very valuable course. It has been engaging throughout and extremely worthwhile.'

**Social Marketing
Masterclass participant**
13 October 2017



Professor Sharyn Rundle-Thiele

Professor Sharyn Rundle-Thiele is Director, Social Marketing @ Griffith and Editor-in-Chief, Journal of Social Marketing.

Drawing on her commercial marketing background Sharyn's research focuses on applying marketing tools and techniques to change behaviour for the better. She is currently working on projects delivering changes to the environment, people's health and for the greater social good.

Sharyn's research is published in more than 120 books, book chapters and journal papers. Research partners in 2018 include Defence Science and Technology Organisation, Australian Defence Force, Queensland Catholic Education Commission, Redland City Council and more.



Ville Lahtinen

Ville Lahtinen is a 31 year old social marketing researcher originally from Finland but now residing in Australia. He has just submitted his PhD for review and is currently working on multiple social marketing projects (e.g. anti-dumping program for NSW Environmental Protection Authority and anti-smoking program for the Finnish Institute of Occupational Health)



Dr Julia Carins

Dr Julia Carins is a Senior Research Fellow with Griffith University working under a collaborative research agreement between the University and the Defence Science and Technology Group. In this role, Julia is researching the application of social marketing to improve eating behaviour for individual and societal benefit.

Contact Us

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