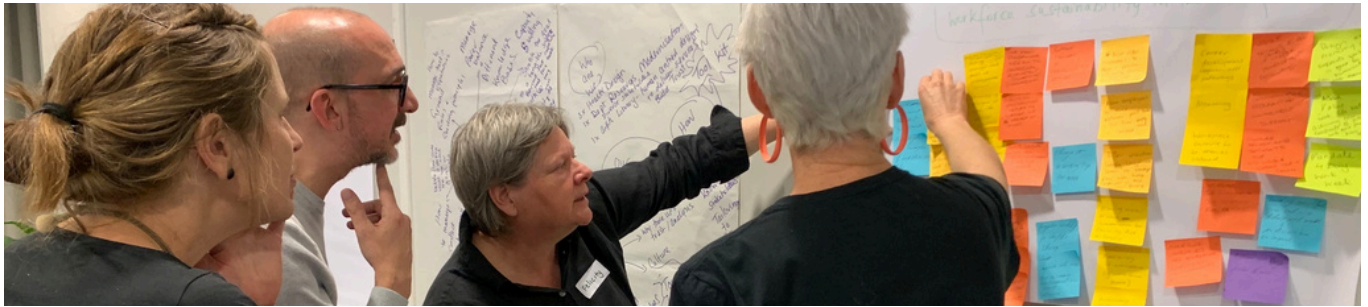


Introduction to Behaviour Change



Workshop overview

To change behaviour, people need something they want or need. Success comes from offering programs, ideas, products, or services at the right time, in the right place, and ensuring a positive first experience.

Marketing is people-focused: it involves understanding your audience, knowing what others in the system want, and creating a competitive, compelling offer. Marketers translate needs into offers that are hard to resist, continually improving along the way. This one-day workshop teaches the 8 social marketing principles and the CBE (Co-create, Build, Engage) process. You'll learn how to apply these principles to design programs that people engage with, increasing the likelihood of real change in health, wellbeing, and sustainability.

At Social Marketing @ Griffith, our most recent behaviour change programs have:

- Reduced koala deaths from dog attacks by 40% and car strikes by 83%
- Stopped 200,000L of leaves from entering ACT waterways
- Increased adolescent knowledge about alcohol and drugs and increased their ability to refuse to drink
- Increased women's enrolments in STEM programs at University
- Established community support for a plastic recycling system

What is included in workshop?

- Understand the Co-create, Build, and Engage (CBE™) process
- Apply the eight social marketing principles, by working through:
 - Techniques to build a deep understanding of your audience
 - Ways to think competitively
 - The role of segmentation to guide program build
- Co-creating behaviour change

Why attend this workshop?

By the end of this workshop, you'll be able to:

- Apply the CBE (Co-create, Build, Engage) process
- Identify competitive influences
- Apply segment level insights to ensure a program can meet the needs of more people
- Identify what you need to do to attract interest

Meet your facilitator - A/Prof Julia Carins

Julia has extensive research experience within academia and government supporting behavioural and structural change to influence behaviour for individual and societal benefit.

[Griffith Experts](#) | [LinkedIn](#)

