Half Day pre-workshop 15th May 2017
1 – 5 pm

Title:
How to develop effective evidence based programmes that influence positive social behaviour.

Session facilitators:
Jeff French and Tom Beall.

Intended audience:
This session is especially targeted to those responsible for introducing social marketing and behaviour change strategies into policy and program planning. The session also will be helpful to those responsible for commissioning related intervention programs and evaluations. Those attending this session should have some basic understanding of social marketing principles and concepts.

Session content overview:
This session will focus on how Social Marketing adds value to policy selection, strategy development and the operational delivery of programmes aimed at influencing positive social behaviour. The session will explain how management science, marketing science and behavioural science can be amalgamated using a social marketing approach to build and deliver programmes that work and are cost effective. The session will explore how a Social Marketing approach can guide the selection of the optimum mix of interventions to achieve programme goals and empower citizens. The session will also look at what funders and sponsors of programmes can do to ensure that programmes are developed and delivered in such a way as to enable meaningful evaluation and inform future investment decisions.

Methodology:
The workshop will include a number of short presentations covering key techniques and information points. The session will also engage those attending in a number of interactive exercises and case study reviews from around the world to illustrate key learning points.

The workshop will equip participants to:

- Understand social marketing as a proven application of behavioural science to influencing social behaviour
- Introduce social marketing into the planning, conduct and evaluation of social change programmes
- Build on proven applications of social marketing in addressing a range of social issues across the globe

Places at the session are limited to 50.
Session facilitators:

**Professor Jeff French**

Professor Jeff French is a global thought leader in Social Marketing and social programme planning and evaluation. Jeff has published over 90 papers, books and guides on behaviour change, social marketing and social programme design. Jeff is a visiting Professor at Brighton University Business School and a Fellow at Kings College London University. Previously Director of Policy and Communication at the Health Development Agency and a senior civil servant England. In 2005 Jeff led the UK government review of Social Marketing and set up the National Social Marketing Centre in 2006. In 2009 Jeff became the CEO of Strategic Social Marketing Ltd.

Strategic Social Marketing works internationally with private companies, NGO’s and governments on the development and evaluation of social programmes that aim to influence behaviour.

Jeff is a member of several national and international policy committees and is a member of the Editorial Board of four professional Journals. Jeff is the organiser of the World Social Marketing Conference and is a member of the European Social Marketing Association Board.

Jeff has worked on behaviour change and social policy programmes in over 27 countries.

**Tom Beall**

Tom is a leading social marketing and health communications practitioner, building on his 25+ year career with Ogilvy Public Relations where he served as founding Global Managing Director of the agency’s industry-leading social marketing practice.

Tom directed many of the agency’s largest government accounts, working over decades for such clients as the U.S. Centers for Disease Control and Prevention, the National Institutes of Health, the Centers for Medicare & Medicaid Services, and the U.S. Agency for International Development. Tom and his teams supported the development of highly successful public education and engagement campaigns including CDC’s landmark “America Responds to AIDS” campaign and the pioneering “The Heart Truth/Red Dress” campaign for the National Heart, Lung and Blood Institute. His clients also included major global companies such as GlaxoSmithKline, Merck and Pfizer, as well as leading professional and cause-oriented organizations.

Tom’s commitment to social marketing and social causes has been evidenced across a wide range of health and societal issues and includes service as a founding director of the International Social Marketing Association, as well as a Board member and officer of organizations as diverse as the American Forest Foundation, the American Sexual Health Association, the National Center for Health Research, the Epilepsy Foundation and the Older Women’s League.