



Programme

Monday 15th May

Optional Pre-workshop: Developing a Social Marketing Plan to Succeed

Half Day pre-workshop 15th May 2017

1 -5pm

Session facilitator: Nancy R Lee

Download the full [workshop description](#) and facilitator biographies here.

Intended audience:

This session is targeted to those who want to learn more about the fundamental or core elements of social marketing and behaviour change strategies and how to implement them into program planning. The session will also be helpful to those currently responsible for creating intervention programs or those with a basic understanding of social marketing principles and concepts.

Session content overview:

Over the past 15 years, Nancy Lee and Philip Kotler have designed and refined a 10 Step Model for developing a Strategic Social Marketing Plan, and identified a principle for success at each step. This half day workshop will present, for each step: a detailed description, an illustrative case example from around the world, and a principle for success.

The workshop will be interactive, providing participants with brief hands-on opportunities to draft and share thoughts on key components of a plan.

Places at the session are limited to 50.

Optional Pre-workshop: Taking It to the Streets: Social Marketing for the 99%

Half Day pre-workshop 15th May 2017

1 – 5pm

Download the [full workshop description](#) and facilitator biographies here.

Session facilitators:

Jean Synodinos

Patrick Cook

Session content overview:

While the practice of social marketing is a powerful tool that enables communities to make meaningful social change, it is not always possible for many community-based organizations (CBOs) and local government organizations to implement a full social marketing campaign to fidelity, particularly one that relies heavily on extensive formative research, rigorous commitment to the 4 Ps, and behavior change as the bottom line. However, even though these groups may not be able to mount a full campaign, they can benefit from the insights and practices of social marketing. For more than 10 years working with the US Centers for Disease Control and Prevention (CDC), the US Department of Education, and the Substance Abuse and Mental Health Services Administration, Jean Synodinos and Patrick Cook have worked with hundreds of CBOs, local government agencies, school districts, and collaboratives, helping them to develop strategic communications and community engagement efforts that are infused with the best practices of social marketing. Grounded in the concept of “Give a man a fish and you’ve fed him for a day;



teach a man to fish and you've fed him for a lifetime," this workshop is intended for leaders and program managers of local and regional governmental and nongovernmental agencies who are intrigued by the possibilities of social marketing, but unsure about how best to implement in their community or jurisdiction.

Places at the session are limited to 50.

Optional Pre-workshop: How to develop effective evidence based programmes that influence positive social behaviour

Half Day pre-workshop 15th May 2017

1 – 5 pm

Session facilitators: Jeff French & Tom Beall.

Download the full [workshop description](#) and facilitator biographies here.

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.

Places at the session are limited to 50.

Optional Pre-workshop: Segmenting, Targeting and Reaching Your Audience Digitally

Half Day pre-workshop 15th May 2017

1 – 5 pm

Session facilitators: Jeffrey Jordan, Rescue & Niels Kvaavik, Sprinklr

Download the full [workshop description](#) and facilitator biographies here.

Intended audience:

This session is designed for practitioners involved in the strategic planning and implementation of communication strategies for social marketing programs. It will be especially helpful to those looking for more effective methods to segment and target their audience on digital media.

Session content overview:

Major advancements in digital and social media technologies make it possible to target behavior change audience more precisely than ever. This technology can save public health organizations significant resources while increasing the effectiveness of their programs. But to take advantage



of this technology, audiences must be segmented more than demographics alone and messages must be tailored to the lifestyles, interests and values of these segmented audiences.

This pre-conference workshop will show you how to segment, target and reach your audience to take advantage of the latest digital technologies. Jeff Jordan, President and Executive Creative Director at Rescue, a behavior change marketing company, will illustrate how to segment audiences using characteristics beyond demographics such as lifestyles, interests, and values. Then, he'll demonstrate how this advanced segmentation technique can be used to tailor messages more effectively. Then, Niels Kvaavik from Sprinklr, will show you how to use the latest digital technologies to deliver these messages to your audiences. Niels will walk you through a framework of how to use what you already know about your audiences, to reach them more effectively using technology and the power of the social networks to deliver and measure the impact of your marketing your key messages.

Finally, the presenters will present case studies of social marketing and behavior change campaigns that are effectively using these strategies to cause change at the local and national level.

Methodology:

The workshop will include presentations and case study examples to illustrate various strategies and approaches. The session will also challenge attendees with multiple group activities to apply the lessons of their behavior change challenges.

During this session, participants can expect to learn how to:

- Segment populations using lifestyles, interests and values;
- Tailor messages to reach segmented audiences;
- Use digital tools to deliver your messages to highly targeted audiences with minimal waste;
- Measure behavioral intentions online,
- Evaluate the reach and impact of your digital campaigns;
- Understand the key digital strategies of successful social marketing campaigns today.

Pre and Post Conference workshops are available to conference delegates only and can be booked as part of your conference registration.

[Begin your registration here](#)

18:00 - Welcome Drinks Reception: available to all delegates

The World Social Marketing Conference Committee and pre-workshop facilitators invite all delegates to attend this free drinks and networking reception. Beat the rush on the 16th and collect your registration pack early and network with your colleagues and social marketing peers.

Location: Main conference foyer, first floor, Renaissance Arlington Capital View Hotel.

Tuesday 16th May – Conference Day 1

08:00 – 08:45 - Registration & Welcome Coffee

08:45 – 09:00 – Welcome to the 5th World Social Marketing Conference



Official welcome to the 5th World Social Marketing conference from the conference chair and organizing committee.

09:00 – 10:00 - Opening Keynotes

- Rafael Obregon, Chief of the Communication for Development Section, UNICEF

Rafael Obregon, Ph.D. is Chief of the Communication for Development Section, United Nations Children's Fund, New York. Prior to joining UNICEF he was an Associate Professor in School of Media Arts & Studies, and Director of the Communication and Development Studies Program, Center for International Studies, at Ohio University. He has an extensive teaching, research and professional experience in development and health communication, and international development. He was an associate professor at the Department of Social Communication at Colombia's Universidad del Norte (1997-2002), where he serves as an adjunct faculty.

He is a member of the review board of several journals, including the Journal of Health Communication, and serves as guest reviewer of Social Science Medicine, Health Policy Journal, and Biomedcentral. He is a member of several international associations including the International Communication Association and the Latin American Association of Communication Researchers. He has published numerous books, peer-reviewed journal articles, book chapters, and technical reports, including the Handbook of Development Communication and Social Change, Wiley, 2014, and The Handbook of Global Health Communication (2012).

He earned a doctorate in Mass Communication, Pennsylvania State University, an M.A. in International Affairs, Ohio University; and a B.A. in Social Communication and Journalism, Universidad Autonoma, Colombia.

- HRH Princess Dina Mired, Honorary Chair, Jordan Breast Cancer Program

HRH Princess Dina Mired led the King Hussein Cancer Foundation (KHCF) in Jordan as Director General between 2003 and 2016. In her capacity as Director, she founded and developed the "Fundraising and Development" Department of the Foundation making it now one of the best fundraising institutions in Jordan. KHCF has succeeded in enlisting every segment of society in the fight against cancer and is now the largest source of nonprofit funds dedicated to the fight against cancer in Jordan.

Born Dina Khalifeh, Princess Dina married HRH Prince Mired Bin Raad in 1992 and is the proud mother of three children. She holds a Bachelor's degree in Accounting and Financial Analysis from Warwick University and a Master's degree in International Banking and Financial Services from Reading University; both in the United Kingdom.

In 1991, she returned to Jordan to work as the Project Researcher for Political and Socio-Economic Issues in the office of HRH Prince El-Hassan Bin Talal. She then joined the Al-Hussein Society for the Habilitation/Rehabilitation of the Physically Challenged, establishing a successful vocational project "Kenz" that is ongoing until today.

As the mother of a cancer survivor, Princess Dina is passionate in her efforts to combat cancer. Under her direct leadership, KHCF succeeded in unifying and enlisting all segments of society in the fight against cancer. Princess Dina has also restructured and expanded KHCF's Healthcare Program for cancer coverage, making it the only non-profit cancer coverage program in Jordan that also offers early detection services.

As one of the leading figures advocating early detection and screening of breast cancer for women in Jordan, Princess Dina is the Honorary Chairperson of the Jordan Breast Cancer Program.



10:00 – 10:30 – Sponsor Presentation by Rescue Social Change Group

- Jeff Jordan, President and Executive Creative Director, Rescue

Minimal Waste, Maximum Impact: Using Psychographic Segmentation in Social Marketing

Often faced with scarce resources, Social Marketing programs must ensure that funds are focused on strategies that reach subpopulations with concentrations of individuals needing to change. Psychographic segmentation is an advanced segmentation strategy commonly used by commercial marketers but rarely used in Social Marketing. By segmenting populations based on lifestyles, values, interests, and behaviors, Psychographic Segmentation creates segments that can have high concentrations of those needing change while providing critical insights to design more effectively tailored strategies. No matter the target age group of a program, Social Marketers can more effectively use resources to achieve maximum impact by advancing beyond demographic segmentation to Psychographic Segmentation.

Jeff is President and Executive Creative Director of Rescue Social Change Group, a behaviour change marketing company. His passion for social change began in high school when he volunteered for an anti-tobacco group. Observing the lack of effective social marketing services, he started Rescue Social Change Group when he was 17 years old. While growing Rescue SCG, Jeff studied Marketing for his undergraduate degree and received a Master's in Experimental Psychology from the University of California, San Diego. Today, Jeff has led Rescue SCG's growth to five offices in the US and managing over two dozen behaviour change programs across North America, tackling issues such as tobacco, obesity and violence.

10:30 – 11:00 - Coffee & Networking

11:00 – 12:00 – Day 1: Breakout Session One

During every breakout session at WSMC 2017 accepted conference submissions will be presented across a choice of up to nine rooms. Each room will host two 25 minute presentations with time in between presentations for delegates to move from sessions to session. Please look out for announcements about the final programme of presentations in Early December 2016.

Each breakout session will also play host to at least one panel session, this fantastic range of panel sessions have been created in partnership with the WSMC 2017 committee and a range of invited fascinating and insightful speakers from the social marketing community.

Breakout Session Highlights:

Panel session: “The Soda Wars: Lessons learned from 30+ years of tobacco advocacy.”

Chaired by: Chris Palmedo, Associate Professor of Media, Marketing and Communications, City University of New York

Panel Session: “Using systems thinking in social marketing to tackle complex social problems”

Chaired by: Dr Ross Gordon, Senior Lecturer in Marketing, Macquarie University, Sydney



12:00 – 13:15 – Lunch, Networking and Poster Viewing

13:15 – 14:15 – Plenary session - "Social Marketing: The Next Generation"

Chair: Dr Nadia Zainuddin, University of Wollongong

This special session follows up on the successful “Future Speaks” panel session from the 2013 World Social Marketing Conference in Toronto, and the “The Future > The Now Speaks” panel session from the 2015 World Social Marketing Conference in Sydney. This session will feature a panel of emerging social marketing academics and practitioners discussing some of the most important issues and challenges in the field.

In recognising the innovation, new ideas and fresh thinking that emerging social marketers have to offer, four invited speakers will present and discuss key issues they identify for social marketing that are relevant now and for the future.

The session will feature short presentations from each of the speakers, followed by a question and answer discussion session with the audience.

14:15 – 15:15 – Day 1: Breakout Session Two

Please look out for announcements about the final programme of presentations in Early December 2016.

Breakout Session Highlights:

Panel session: “Food for Thought – Engaging Companies as Agents of Change to Influence Behaviour for Social Good”

Chaired by: Tom Beall, Social Marketing and Health Communication Consultant; Founding Managing Director, Global Social Marketing Practice, Ogilvy Public Relations

This session will compare and contrast different examples of how businesses are engaged in helping to address “wicked problems” that are so complex and of a magnitude that governments and the non-profit sector alone cannot adequately address them. This track will seek to identify how cross sector action, joint learning and coordination can be fostered.

To provide for apple-to-apple comparisons, all proposed panellists represent organizations and initiatives focused on combating hunger and improving nutrition, even as they also include consideration of additional social good such as environmental and agricultural benefits.

The panel will address questions related to the effective application of commercial marketing and social marketing techniques, while promoting learning and dialog between and among government, commercial and not-for profit sectors as well as between disciplines.

Panel Session: Social Marketing Planning Models

Chaired by: May Kennedy, Virginia Commonwealth University

A wide ranging discussion not only about various marketing planning frameworks and their relative pros and cons, but also about the value of and barriers to use of any systematic framework in real world contexts. To feature representatives presenting CDCynergy, COMBI and



the recently published European Center for Disease Control (ECDC) Technical Guide to Social Marketing.

15:15 – 15:45 – Coffee & Networking

15:45 – 16:45 - Day 1: Breakout Session Three

Please look out for announcements about the final programme of presentations in Early December 2016.

Breakout Session Highlights:

Panel session: "Climate change, clean energy & energy conservation: Social marketing for our climate"

Chaired by: Ed Maibach, George Mason Univ. Center for Climate Change Communication

Speakers:

- Doug McKenzie-Mohr, McKenzie-Mohr Associates (Canada)
- June Flora, Solutions Science Lab, Department of Pediatrics, Stanford University (USA)
- Midori Aoyagi, National Institute for Environmental Studies (Japan)

Climate change is arguably the most important issue of our time. Largely as a result of fossil fuel use and deforestation, heat-trapping gases are rapidly accumulating in our atmosphere, which is dangerously destabilizing our climate, acidifying our oceans, changing our weather, and leading to a range of other dangerous outcomes that are harmful to people and other living things, and to the eco-systems on which we all depend. The solution – which will limit global warming to no more than 2 degrees C (the stated global goal as formulated at the UN COP 21 meeting in Paris in 2015) – is to sufficiently accelerate the worldwide transition away from fossil fuel use and to clean energy use, energy efficiency, and energy conservation such that most of the world's known fossil fuel reserves remain in the ground, unused.

This session will present several key ideas, and illustrate with several innovative programs, all intended to reduce consumption of fossil fuels and/or help target audiences better understand and act on climate risks.

16:45 – 17:30 – Keynote Session & Day 1 Review

- Professor John Sterman, Director, MIT System Dynamics Group

John D. Sterman is the *Jay W. Forrester Professor of Management* at the MIT Sloan School of Management and a Professor in the MIT Institute for Data, Systems, and Society. He is also the Director of the MIT System Dynamics Group and the MIT Sloan Sustainability Initiative.

Sterman's research centers on improving decision-making in complex systems, including corporate strategy and operations, energy policy, public health, environmental sustainability, and climate change. It ranges from the dynamics of organizational change and the implementation of sustainable improvement programs to climate change and the implementation of policies to promote a sustainable world. His research also includes systems thinking and organizational learning, computer simulation of corporate strategy and public policy issues, and environmental sustainability. Sterman pioneered the development of "management flight simulators" of corporate and economic systems which are now used by corporations, universities, and governments around the world.



He is the author of many scholarly and popular articles on the challenges and opportunities facing organizations today, including the book, *Modeling for Organizational Learning*, and the award-winning textbook, *Business Dynamics*.

Sterman holds an AB in engineering and environmental systems from Dartmouth College and a PhD in system dynamics from MIT.

Followed by a review of the first day of WSMC 2017

19:30 – 23:00 – Conference Gala Dinner & Presentations, followed by entertainment

Join keynote speakers, panellists and social marketing luminaries from across the world at the conference gala dinner.

Pre-drinks will be served in the conference foyer from 7.30 pm / doors open at 8 pm.

Wednesday 17th May – Conference Day 2

08:30 – 09:00 – Welcome coffee

09:00 – 09:15 – Welcome to Day 2 from Kelley Dennings, President of the Social Marketing Association of North America

09:15 – 10:15 - Keynote presentations

- Elizabeth Fox, Director of the Office of Health, Infectious Diseases and Nutrition, USAID

Elizabeth Fox is the Director of the Office of Health, Infectious Diseases and Nutrition at USAID. Her Office is responsible for global leadership in maternal and child health, environmental health, nutrition, neglected tropical diseases and the prevention and mitigation of infectious diseases, including TB, malaria and emerging pandemic infections.

Dr. Fox has been with the Global Health Bureau of USAID for 18 years. Before joining USAID, she was the manager of strategic planning at the International Bureau of Broadcasting, formerly USIA. She worked for the International Development Research Centre of Canada for ten years as the social sciences representative for Latin America, headquartered in Bogota, Colombia, and Buenos Aires, Argentina. She worked in Paris between 1984 and 1989 as a consultant to UNESCO. She holds a PhD in International Relations, an MA in Communications, and a degree in journalism. In 1990 she held the first UNESCO chair in communication at the Universidad Autonoma de Barcelona. She received an honorary doctorate from the Pontificia Universidad Catolica of Peru (2007). She currently is adjunct faculty at the School of International Service of American University, and has published widely in the fields of communication and development.

- Professor Jeff French, CEO Strategic Social Marketing

Jeff French is a recognised global leader in the application of behaviour change and social marketing. Jeff has extensive experience of developing leading and evaluating behaviour change projects, social marketing programmes and the development of communication strategies at international, national, regional and local level.

With over 30 years' experience at the interface between government, public, private and NGO



sectors Jeff has a broad practical and theoretical understanding of national and international health and social development issues.

Jeff and has published over 70 chapters, articles and books in the fields of behaviour change, social marketing, community development, health promotion and communications. Jeff is a visiting professor at Brunel University and Brighton University and a Fellow at Kings College University London and teaches at four other Universities in the UK.

10:15 – 11:15 – Day 2: Breakout Session One

Please look out for announcements about the final programme of presentations in Early December 2016.

11:15 – 11:45 – Coffee & Networking

11:45 – 12:45 – Day 2: Breakout Session Two

Please look out for announcements about the final programme of presentations in Early December 2016.

12:45 – 13:45 - Lunch & Networking

13:45 – 14:45 - Plenary session - "Digital is the answer, what was the question?"

Enjoy this fascinating panel session where a range of questions will be asked about the use of digital media and digital platforms in Social Marketing. What are the questions that should, but often are not, asked when producing digital elements of social marketing interventions?

Chair: Jeff Jordan, Rescue

Panellists:

- Lawrence Swiader, Vice President of Digital Media at The National Campaign to Prevent Teen and Unplanned Pregnancy
- Professor Doug Evans, George Washington University
- Professor Rebekah Russell-Bennett, Professor of Marketing, QUT Business School, Queensland University of Technology Australia
- L. Suzanne Suggs, PhD, MS, CHES, Associate Professor of Social Marketing, University of Lugano, Switzerland

14:45 – 15:45 – Day 2: Breakout Session Three

Please look out for announcements about the final programme of presentations in Early December 2016.

16:15 – 17:00 - Closing plenary, thanks and summing up



Thursday 18th May

Optional Post-workshop: Fostering Sustainable and Healthy Behaviour through Community-Based Social Marketing

Full Day post-workshop 18th May 2017

9 am – 5 pm

Title:

Fostering Sustainable and Healthy Behaviour through Community-Based Social Marketing

Download the [full workshop description](#) and facilitator biography here.

Session facilitator:

Dr. Doug McKenzie-Mohr

Session content overview:

This one-day workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable and healthy behaviour. Those who attend the workshop will learn the five steps of community-based social marketing (selecting behaviours, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and be exposed to numerous case studies illustrating its use. As such, this workshop provides an in-depth exposure to community-based social marketing and provides participants with the knowledge they need to

Places at the session are limited to 50.

Optional Post-workshop: How to use service design to develop a social marketing intervention

Half Day post-workshop 18 May 2017

9 am – 1pm

Title:

How to use service design to develop a social marketing intervention.

Session facilitator:

Professor Rebekah Russell-Bennett

Download the [full workshop description](#) and facilitator biography here.

Intended Audience:

This workshop does not require any social marketing experience and is applicable to anyone interested in using innovative marketing techniques to achieve social good.

Session content overview:

This session will be an interactive workshop that demonstrates how design-thinking can be applied to develop social marketing campaigns, programs and interventions. Service design is an interdisciplinary approach to solve a problem, a new way of thinking and a set of evolving tools and techniques that can be applied to industries such as energy, safety, transportation, healthcare and education. Service design is user-centred, co-creative, sequenced, evidenced and holistic with an ability to provide solutions and experiences. Importantly service design can be harnessed for social impact. Using an iterative process and a combination of tools this project will establish new target markets for the widening participation agenda based on cohort personas. The session



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Washington DC, USA

will explain service design and illustrate the benefits of the approach with case studies. Workshop participants will then engage in developing creative ideas for a hypothetical organisation and social problem to experience the process of service design.

Places at the session are limited to 50.

Pre and Post Conference workshops are available to conference delegates only and can be booked as part of your conference registration.

[Begin your registration here](#)
