Welcome and Introductions

Jeff French Tom Beall
How to develop effective evidence based programmes that influence positive social behaviour

Jeff French & Tom Beall
Content:

1. How Social Marketing can add value to social programmes

2. How management science, behavioural sciences and marketing can be used together to develop and deliver programmes

3. How Social Marketing can help guide the selection of interventions

4. What funders and sponsors of programmes can do
Method

Information input

Group exercise

Discussion

Q&A