



The World Social Marketing Conference is just around the corner and here's a preview!

Don't miss the exciting pre-conference workshops which provide support to your current and future social marketing projects with new and creative perspectives.

Optional Workshop 1- “Exploring New Strategies and Tools for Social Marketing Research and Practice” – presented by Dr. Craig Lefebvre. This workshop will explore how four marketing concepts can be immediately applied to your research and programs. The session will consist of brief introductions and illustrations of each of the ideas, followed by individual and small group exercises to apply the idea to immediate and relevant problems of the participants. Bring your research and practice puzzles and be prepared to start thinking differently about their solutions w. four m

Optional Workshop 2 - "Time to get Strategic in Social Marketing; The added value of

applying Social Marketing principles to social programme delivery." – presented by Professor Jeff French and Dr. Ross Gordon.

This workshop will focus on how Social Marketing principles, values and techniques can add value to social policy development and implementation. The workshop will examine how Social Marketing can be used to enhance policy selection and the building of more citizen centric social programmes aimed at influencing behavior.

Take a look at the Keynote Speakers who will enlighten and inspire you throughout the event.

Adrian Bauman, Sesquicentenary Professor of Public Health, University of Sydney, Australia and Director of the World Health Organization Collaborating Centre on Physical Activity, Nutrition and Obesity. He has a special interest in complex program evaluation, especially applied to evaluating social marketing and mass media campaigns.

Joe Bakan, Professor of Law at the University of British Columbia, is an internationally renowned legal scholar and commentator. A former Rhodes Scholar and law clerk to Chief Justice Brian Dickson of the Supreme Court of Canada, Bakan has law degrees from Oxford, Dalhousie, and Harvard. He is the author of: "The Corporation: The Pathological Pursuit of Profit and Power" and "Childhood Under Siege: How Big Business Targets Children.

Asfaq Rahman, the Managing Director of the Social Marketing Company (SMC) Bangladesh. He has over 25 years of experience in Social Marketing working extensively in Family Planning, Child Health, Nutrition and HIV/AIDS. His core area of expertise includes strategic planning and management of programs particularly designed to achieve results focused on sustainability and involving significant private sector engagement.

Anne Moffat, Executive Director of Strategic Engagement & Protocol in the Department of the Premier and Cabinet. She holds responsibility there for the whole-of-government protocol, communication and events. Anne is also responsible for overseeing the development of "*The Queensland Plan*", which involved the largest public engagement activity ever undertaken in Queensland.

These are just a few of the fascinating offerings at the 2015 World Social Marketing Conference. In addition, there are an array of knowledgeable speakers in the field presenting at

the breakout sessions. Needless to say, all of this is happening with the backdrop of the incomparable, beautiful Sydney, Australia! This is a not-to-be-missed event for Social Marketers everywhere!.

February 28- Revised papers due

www.wsmconference.com

iSMA members save 10% on registration by using the promotion code "ISMAMEMBER"