

Seminar Program

Getting It Right – Behaviour Change Marketing

From research to design, implementation and evaluation

08.30am – 09.00am	NETWORKING (tea and coffee on arrival)
09.00am – 09.10am	<p>Welcome and introductions</p> <ul style="list-style-type: none"> - Lelde McCoy, Vice President, Australian Association of Social Marketing
09.10am – 09.50am	<p>From big things, little things grow</p> <ul style="list-style-type: none"> • Three Wise Men has many years of experience with big budget behavioural change campaigns for the likes of TAC and WorkSafe. • These campaigns have given rise to simple principles that guide effective advertising for social marketing. • How can these be applied to initiate change on smaller projects? <p>Nigel Dawson, Creative Partner, Three Wise Men</p>
09.50am – 10.20am	<p>Nailed it! Getting men to wear nail polish to end violence against children</p> <ul style="list-style-type: none"> • Translating organisational and commercial goals into well-defined behaviours that can be changed. • A simple model for identifying barriers/ triggers to behaviour and how this links to developing strategies and tactics. • Key learnings about what worked and didn't work from the 2017 Polished Man campaign. <p>Asher Hunter, Cura-Strategy</p>
10.20am-10.45am	<p>Menu Calorie Labelling: Myth or Legend?</p> <ul style="list-style-type: none"> • Conflicting evidence has suggested it reduces intake, increases intake, or has no effect on intake. • Providing this information is expensive, so is it worthwhile? • What gains are made from labelling? <p>Professor Chris Dubelaar, Co-Director of Deakin Lab for Meta-Analysis Research (DeLMAR), Deakin University</p>
10.45am – 11.10am	MORNING TEA AND NETWORKING (tea, coffee, juice, sweet/savoury items)
11.10am – 11.40am	Achieving cut through on salt, when it's all about sugar

	<ul style="list-style-type: none"> • An integrated campaign approach • Channels working hardest for us • Messages and creative that resonate <p>Chelsea Davidson, Project Lead and Campaign Manager and Sian Armstrong, Dietitian and Project Officer, Heart Foundation</p>
11.40am – 12.10am	<p>Can media publicity help change behaviours?</p> <ul style="list-style-type: none"> • The new media environment • Applying a social marketing lens to media publicity • Creating news value and maximising your results <p>Lelde McCoy, Managing Director, The Reputation Group</p>
12.10pm – 12.45pm	<p>Evaluating for change</p> <ul style="list-style-type: none"> • Designing a dynamic evaluation plan • Measuring success: Understanding why and how results are occurring • Integrating evaluation activities across stakeholders <p>Dr Joy Parkinson, Senior Lecturer, Social Marketing @ Griffith</p>
12.45pm – 1.00pm	<p>Q and A Session and Closing Remarks</p> <ul style="list-style-type: none"> - Dr Joy Parkinson, AASM Management Committee Member