

## Speakers' Profiles

### Getting It Right – Behaviour Change Marketing Seminar

#### Deakin Downtown, Melbourne on April 20 morning

**Nigel Dawson, Creative Partner, Three Wise Men**

Nigel began his career in London and moved to Melbourne via Hong Kong in the early eighties. In Australia he has worked for most of the larger agencies including Ogilvy, Masius, FCB, Y&R Mattingly and, for 17 years, Grey. There he created some 150 campaigns for the TAC, a number of which are still running. He also produced many behavioural change campaigns to make people safer at work and help prevent violence to women; campaigns to encourage people to save water and to keep them safe when swimming in it, as well as a plethora of other social issues. Nigel has received creative awards from all the major shows around the world as well as a lifetime achievement award from the MADC.

**Asher Hunter, Cura-Strategy**

Asher is a freelance market research and strategist helping not for profits, social enterprises and government agencies uncover insights that will lead to better social outcomes. For 10+ years, Asher worked as a researcher and strategist in Australia and the US helping corporations understand human behaviour to make better business decisions. In 2017, he decided to apply this expertise to help deliver better social outcomes. Asher is fascinated by the psychology behind human behaviour, especially the hidden drivers that people find hard to articulate.

**Chelsea Davidson, Project Lead and Campaign Manager, Heart Foundation**

Chelsea has an in-depth knowledge of public health marketing and communications. She is a marketing professional with qualifications in Business and Marketing. She represents the Heart Foundation on the Victorian Salt Reduction Partnership and manages the implementation of the project plan for an integrated approach to salt reduction in Victoria including consumer awareness, advocacy and industry strategies.

**Sian Armstrong, Dietitian and Project Officer, Heart Foundation**

Sian is an Accredited Practising Dietitian with in depth knowledge of public health, food and nutrition. Sian has worked at the Heart Foundation for over 3 years where her role includes providing nutrition advice as well as delivering key areas of the Victorian Salt Reduction Partnerships strategies.

**Chris Dubelaar, Professor of Marketing and Co-director of DeLMAR, Deakin University**

Chris is Professor of Marketing and a co-director of Deakin's DeLMAR (Deakin Lab for Meta-Analysis Research). His current research is in food consumption, examining how people respond to changes in portion and plate sizes, menu information and the presence of others while eating. He has also taught at Wilfrid Laurier University, University of Alberta and Waikato University.

**Dr Joy Parkinson, Senior Lecturer, Social Marketing @ Griffith and AASM Committee of Management Member**

Joy Parkinson is a Lecturer in Social Marketing at Griffith University, and is a researcher working at the Social Marketing @ Griffith research centre. Her research is focused on wellness and healthy behaviours. Her mission is to develop a set of novel solution-based consumer wellness programs, while promoting positive modifiable lifestyle behaviours to prevent further chronic disease. She has presented her work both nationally and internationally and has published in a variety of academic marketing and health journals.

**Lelde McCoy, Managing Director, The Reputation Group and Vice President of AASM**

Lelde has more than 30 years' experience managing government, corporate and not for profit behaviour change and communications campaigns. She is skilled at implementing complex community education and stakeholder communications projects and has worked across many health, education and social justice issues. Her work has been recognised by many local and international awards. Lelde will talk about how to apply a social marketing lens when creating news for your campaign whilst maximising your results in the new media environment.