

The value of Social marketing: *An introduction in principles***21 September 2016 – 13.00 to 15.00****Radisson Blu Hotel, Espoo****Session content overview:**

This session will focus on how Social Marketing adds value to the operational delivery of programmes aimed at influencing positive social behaviour. The session will explain the mind set and basic principles of Social Marketing. So you can understand even better the coming lectures, presentations and workshops at the conference itself. And learn more about the various instruments and examples of social marketing. So you get a clear view of the power and possibilities of Social marketing. And consider the value for your field of work or your organisation. And for you personally, being a professional facing behavioural challenges for your target audience every day.

Who can attend?

The workshop is interesting for everyone who wants to know more about the basics and understand the heart of the method. For who wants to get inspired by examples and through interactive exercises. For everyone working on prevention programs, aimed at influencing behaviour, for instance policymakers, intervention designers, project managers, communication advisors, researchers, practitioners and management.

For professionals working in not-for-profit as well as profit organisations.

Methodology:

The workshop will include key techniques and information points. The session will also engage those attending in interactive exercises and case study reviews from around the world to illustrate key learning points.

Facilitator:**Julie Huibregtsen, MSc.**

Julie Huibregtsen has spent a lot of her professional time making social marketing more known and accessible in the Netherlands. Therefore she was very proud to welcome the second European Social Marketing Conference



to her country, the Netherlands, in the city of Rotterdam, where it all started in 2008. As an ESMA Board member and member of the ESMC 2016 committee, Julie has been working hard to make this the third European Social Marketing conference a great success.

As a Social marketing expert for the Netherlands, Julie Huibregtsen has extensive experience in social marketing and project management. She has strong national and international networks and supports Dutch organizations in the application of social marketing. Her mission is to help professionals with their behavioural goals: *"...all professionals I advise face the same challenges; get through to their target audience effectively and having to 'sell' their products successfully. As their trainer and coach it always hits me how much professionals impose on themselves. It's my mission to ease and enlighten their daily work"*

Julie Huibregtsen shares her knowledge and experience also in other ways. She acts as a speaker at conferences, networking events and team days. She advises a wide variety of organizations on a diversity of subjects.

For more information: visit www.socialemarketing.nl