



16-17 May 2017
Renaissance Arlington Capital View Hotel
Washington DC, USA

Half Day pre-workshop 15th May 2017
1 -5pm

Session facilitator:

Nancy R Lee

Title:

Developing a Social Marketing Plan to Succeed

Intended audience:

This session is targeted to those who want to learn more about the fundamental or core elements of social marketing and behaviour change strategies and how to implement them into program planning. The session will also be helpful to those currently responsible for creating intervention programs or those with a basic understanding of social marketing principles and concepts.

Session content overview:

Over the past 15 years, Nancy Lee and Philip Kotler have designed and refined a 10 Step Model for developing a Strategic Social Marketing Plan, and identified a principle for success at each step. This half day workshop will present, for each step: a detailed description, an illustrative case example from around the world, and a principle for success.

The workshop will be interactive, providing participants with brief hands-on opportunities to draft and share thoughts on key components of a plan.

Methodology:

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

The workshop will equip participants to:

- Understand social marketing as a proven application of behavioural science to influencing social behaviour
- Introduce social marketing into the planning, conduct and evaluation of social change programmes using a ten step planning model
- Build on proven applications of social marketing in addressing a range of social issues across the globe

Places at the session are limited to 50.

Session facilitator:
Nancy R Lee

Nancy Lee, MBA, has more than 24 years of experience in social marketing. She teaches Social Marketing for MPA and MPH students at the University of Washington, is an international speaker and workshop instructor, and owns a small consulting firm in Seattle, Social Marketing Services, Inc. She has co-authored 10 books on Social Marketing with Philip Kotler, ones that present this ten step model. Nancy has a new book scheduled to be published in 2017 by Routledge/Taylor & Francis Group: Policy Making & Social Marketing: Citizen Behavior Change .

