



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

**Half Day post-workshop 18 May 2017
9 am – 1pm**

Title:

How to use service design to develop a social marketing intervention.

Session facilitator:

Professor Rebekah Russell-Bennett

Intended Audience

This workshop does not require any social marketing experience and is applicable to anyone interested in using innovative marketing techniques to achieve social good.

Session content overview:

This session will be an interactive workshop that demonstrates how design-thinking can be applied to develop social marketing campaigns, programs and interventions. Service design is an interdisciplinary approach to solve a problem, a new way of thinking and a set of evolving tools and techniques that can be applied to industries such as energy, safety, transportation, healthcare and education. Service design is user-centred, co-creative, sequenced, evidenced and holistic with an ability to provide solutions and experiences. Importantly service design can be harnessed for social impact. Using an iterative process and a combination of tools this project will establish new target markets for the widening participation agenda based on cohort personas. The session will explain service design and illustrate the benefits of the approach with case studies. Workshop participants will then engage in developing creative ideas for a hypothetical organisation and social problem to experience the process of service design.

Methodology:

The workshop will include a short presentation key techniques and information points. The session will also engage those attending in an interactive exercise to illustrate key learning points.

The workshop will equip participants to:

- Understand the service design approach to developing innovative solutions for social marketing programs
- Implement service design techniques in their own organizations

Places at the session are limited to 50.

Session facilitator:

Professor Rebekah Russell-Bennett

Rebekah is a Professor of Marketing at the QUT Business School, Queensland University of Technology Australia and has specialist expertise in behaviour change and social marketing. Rebekah is also the immediate Past National President of the Australian Association for Social Marketing (AASM). Rebekah holds a PhD in services marketing and has over 150 peer-reviewed publications. Rebekah is the co-editor of the *Journal of Services marketing* and is on the editorial board of the *Journal of Social Marketing*.

Rebekah has worked on social marketing projects for organisations such as the Australian Department of Education, Queensland Department of Health, Brisbane City Council, Queensland Transport, the Australian Breastfeeding Association, the Australian Red Cross Blood Service and SecondBite Food Relief. Her social marketing expertise ranges from strategy development to program evaluation.

Rebekah's approach to social marketing utilises key concepts and techniques drawn from services marketing, design thinking and technology.

