



BEHAVIOUR CHANGE FOR SUSTAINABLE SOCIAL IMPACT

CAIRO . 10 - 12 NOVEMBER . 2026



Following the highly successful launch of the inaugural African Social Marketing Association Conference in Johannesburg (2023), AfSMAC 2026 marks the second edition of this growing continental platform for behaviour and social change.

Hosted at the Onsi Sawiris School of Business at the American University in Cairo from 10–12 November 2026, the conference will bring together leading practitioners, policymakers, academics, NGOs, corporate leaders and development partners from across Africa and beyond. The focus is clear: advancing behaviour change for sustainable social impact.

Under the theme **“Behaviour Change for Sustainable Social Impact: Integrating Policy, Community and Individual Action,”** AfSMAC 2026 will explore how social marketing can be embedded upstream in policy and systems, strengthened midstream through partnerships and organisations, and activated downstream within communities and individuals.

Social Marketing is a set of evidence and experience based concepts techniques and principles that provide a systematic approach to understanding behaviour and developing social interventions that work. It is a fusion of science, experience and practical ‘know how’.

THE CONFERENCE WILL SHOWCASE EVIDENCE-BASED PRACTICE, RIGOROUS RESEARCH, INNOVATIVE CASE STUDIES AND CRITICAL DEBATE ACROSS TEN TARGETED TRACKS:

- MAINSTREAMING SOCIAL MARKETING: POLICY, SYSTEMS AND ADVOCACY
- BUILDING RESILIENCE AMIDST FUNDING CUTS
- HEALTH AND WELLBEING
- CLIMATE CHANGE, ENVIRONMENTAL PROTECTION AND SUSTAINABILITY
- CORPORATE SOCIAL RESPONSIBILITY AND BRAND PURPOSE
- COMBATING MIS- AND DISINFORMATION
- PROMOTING EQUITY AND EQUALITY
- ADVANCING AFRICAN THEORY, METHODS AND EVALUATION
- INTERDISCIPLINARY AND CROSS-SECTOR ACTION
- DIGITAL, TECHNOLOGICAL AND AI IMPACT ON SOCIAL BEHAVIOUR

ORGANISING PARTNERS



The African Social Marketing Association (AfSMA) is a growing community of professionals and academics across the continent who are enthusiastic and passionate about social marketing and leveraging social marketing techniques in addressing the numerous social challenges bedevilling Africa and Africans.

The AfSMA has a focused agenda of bringing together social marketing (SM), and social and behaviour change (SBM) practitioners, academics, researchers, and policy makers including macro stakeholders such as governments, NGOs, multilateral organisations, and donors.

The association seeks to help build capacity and nurture the social marketing space in Africa creating an output which would be a sustainable cadre of expertise to support the scale of more effective social marketing programs and interventions on the continent.

The AfSMA is affiliated with the International Social Marketing Association (ISMA) which provides AfSMA members with the benefits of a global network of stakeholders in the social marketing space.

AFSMA.NET



Over 75 years of shaping tomorrow's leaders, entrepreneurs, and change agents

The American University in Cairo (AUC) is the top private university in Egypt, which has been one of the leading players in higher education in Egypt and the Middle East Africa (MEA) region for over 100 years. Enjoying close to eight decades' worth of history, Onsi Sawiris School of Business origins—dating back to 1947—offer a wide range of programs that extend beyond the classroom to provide a holistic and engaging student-centered learning experience and is reflected in the academic triangle of teaching, research, and service including community development and executive education.

Onsi Sawiris School of Business is dedicated to transforming today's young, promising, and innovative minds into responsible change agents of tomorrow while harnessing leadership, integrity, ambition, and excellence in an evolving and dynamic ecosystem. The graduate programs offered by the school provide aspiring leaders, entrepreneurs, and professionals with hands-on, practical, and integrated perspectives in dynamic fields of study.

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CONFERENCE THEME

BEHAVIOUR CHANGE FOR SUSTAINABLE SOCIAL IMPACT INTEGRATING POLICY, COMMUNITY AND INDIVIDUAL ACTION

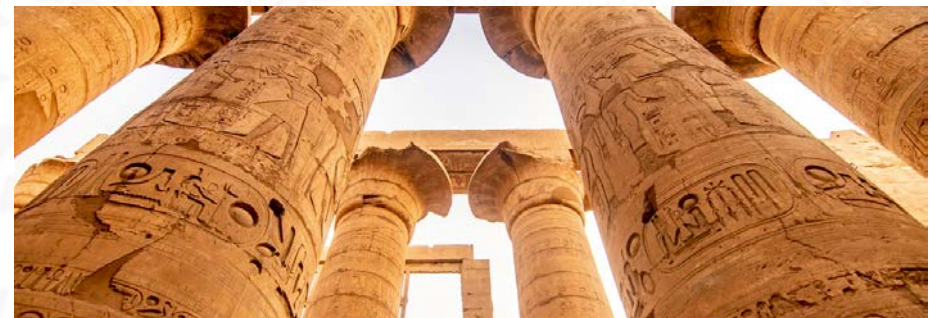
AfSMAC 2026 will showcase outstanding work from across Africa and beyond that demonstrates how social marketing, behaviour change and cross-sector collaboration can be harnessed to address pressing health, environmental and social challenges, and deliver measurable, sustainable societal impact.

HOST CITY: Cairo, Egypt

A city shaped by millennia of civilisation, Cairo stands at the intersection of Africa, the Middle East and the Mediterranean. From the Pyramids of Giza and historic Islamic architecture to modern business districts and cultural institutions, the city blends deep history with contemporary ambition. As one of Africa's largest and most influential capitals, Cairo is a centre of political dialogue, economic activity and intellectual life.

Home to the American University in Cairo, including the globally recognised Onsi Sawiris School of Business, the city provides an environment that connects regional insight with international perspective. With its dynamic population, entrepreneurial energy and strategic position linking continents, Cairo offers a fitting setting for serious conversation about behaviour change, policy integration and sustainable social impact across Africa.

AfSMAC 2026 will convene diverse voices committed to measurable, scalable and sustainable solutions to Africa's most pressing health, environmental and social challenges. For sponsors and partners, it offers direct engagement with decision-makers, researchers and practitioners shaping the future of behaviour change across the continent.





ORGANISATIONS REPRESENTED AT AFSMAC 2023

MULTILATERAL & GOVERNMENT

USAID
UNICEF
World Health Organization (WHO)
UN Migration Agency (IOM)
Nigeria Centre for Disease Control (NCDC)
National Health Insurance Management
Authority (Zambia)
Government of Netherlands

FOUNDATIONS & INTERNATIONAL NGOS

AB InBev Foundation
Wildlife Conservation Society (WCS)
Sightsavers
Vital Strategies
Population Services International (PSI)
World Vision
CORE Group

SPECIALIST BEHAVIOUR CHANGE & SOCIAL MARKETING ORGANISATIONS

Centre for Communication and Social Impact
Project Last Mile
Matchboxology
The Behaviour Change Agency
Shout-It-Now
Alfluence
Busara Center for Behavioral Economics
Strategic Social Marketing

AFRICAN & INTERNATIONAL UNIVERSITIES

University of the Witwatersrand (Wits University)
University of KwaZulu-Natal
University of Johannesburg
University of the Free State
Stellenbosch University
University of Venda
University of Dundee
Griffith University
University of Bristol
University of Oxford
University of Ghana
Caleb University (Nigeria)
Nnamdi Azikiwe University (Nigeria)
Enugu State University of Science and Technology (Nigeria)
National University of Lesotho
University of Lethbridge (Canada)
Georgetown University (USA)
The George Washington University (USA)
Western Sydney University (Australia)
University of Sydney
Shahid Beheshti University of Medical Sciences (Iran)
Kwame Nkrumah University of Science and Technology
Université Paris-Saclay AgroParisTech (France)
Université Le Havre Normandie (France)
Ascencia Business School (France)
Montpellier Business School (France)
ICN Business School / Université de Lorraine (France)
Wageningen University (Singapore campus reference)
National University of Singapore
University College London (UCL)
Imperial College London
Queen Mary University of London (QMUL)

STRUCTURE

The African Social Marketing Association Conference is designed to maximise participation, networking, and learning. Attendees will engage with over 100 peer-reviewed case studies, dynamic keynote sessions, interactive plenaries, and a vibrant poster display area.

DAY 1 - Tuesday 10 November

Morning // Skills Workshops

The first day of the event will present a choice of optional half day training workshops hosted by leading social marketing professionals.

Afternoon // Opening Sessions

After a welcome lunch the main event begins with the conference opening plenary session and keynote sessions.

Evening // Networking Reception

All delegates are invited to join the event hosts and key reception sponsor for a networking reception hosted at AUC.

DAY 2 - Wednesday 11 November

Daytime // Conference Sessions

The opening day of the conference will focus on identifying key challenges and exploring the latest theories and research in social marketing—laying the foundation for how we can build **Sustainable Social Impact**.

Evening // Gala / Social Evening

The conference Social offers delegates the chance to unwind and connect at an off-site location in Cairo. This optional, ticketed evening event will feature great food, drinks, music, and relaxed networking —perfect for making new connections and capturing attention.

DAY 3 - Thursday 12 November

Morning // Conference Sessions

The final day opens with a final round of multi-stream sessions, offering attendees a chance to engage with diverse topics, case studies, and research from across the field.

Afternoon // Conference Sessions & Closing Open-Mic Plenary

Afternoon sessions continue across multiple streams, leading into a unique, open-mic closing plenary. This mass-participation session invites all attendees to share reflections, key learnings, and inspiration gathered throughout the conference - **closing AFSMAC 2026 with collective energy and forward momentum.**

The Event Legacy

AFSMAC 2026 will deliver lasting impact through wide-reaching knowledge sharing and professional visibility. Full conference proceedings, including filmed sessions, will be available via the World Social Marketing Conference website and YouTube channel. Select content will also be featured in special issues of leading journals such as Social Marketing Quarterly and the Journal of Social Marketing. Presentation files and abstracts will be published on the conference website, and additional coverage will include post-event blogs and media content. Authors presenting at the event will also be invited to contribute to the International Social Marketing Association's new global case study database, supporting future research and practice worldwide.





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#AFSMC26