



**Social Marketing in Public Health Conference
June 18-21, 2008
Tentative Agenda**

WEDNESDAY, JUNE 18, 2008

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| 8:00 am – 4:30 pm | Registration Desk Open |
| 10:15 am – 10:30 am | Welcome and Introductions |
| 10:30 am – 11:30 am | Overview of Marketing's Distinctive Features |
| 11:30 am – 12:30 pm | Lunch On Own |
| 12:30 pm – 1:00 pm | Case Study |
| 1:00 pm – 2:00 pm | Thinking Like a Marketer: Selecting a Behavior |
| 2:00 pm – 2:30 pm | Networking Break |
| 2:30 pm – 3:30 pm | Segmenting and Selecting Target Markets |
| 3:30 pm – 4:00 pm | Identifying Factors that Influence Behavior |
| 4:00 pm – 4:30 pm | Identifying the Right Place and Promotional Mix |

THURSDAY JUNE 19, 2008

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| 8:00 am – 5:00 pm | Registration Desk Open |
| 8:00 am – 9:00 am | Networking Continental Breakfast |
| 9:00 am – 9:15 am | Overview & Recap |
| 9:15 am – 10:30 am | OPTION A: Introduction to Formative Research |
| 9:15 AM – 10:30 AM | OPTION B: Advanced Audience Segmentation Methods |
| 10:30 am – 11:00 am | Networking Break |
| 11:00 am – noon | Strategy Development |
| Noon – 1:00 pm | Lunch On Own |
| 1:00 pm – 1:15 pm | Review, Questions, Clarifications |
| 1:15 pm – 2:30 pm | Program Development, Pretesting & Concept Development |
| 2:30 pm – 3:00 pm | Networking Break |
| 3:00 pm – 4:00 pm | Evaluation |
| 4:30pm | Poster Walk Reception & Silent Auction |

FRIDAY, JUNE 20, 2008

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| 8:00 am – 4:00 pm | Registration Desk Open |
| 8:45 - 9:00am | Welcome |
| 9:00-10:00am | Plenary - Title to be determined (Novelli) |
| 10:00-11:00am | Plenary - Lessons from VERB: Leveraging the Best Practices from the Private Sector for the Greatest Public Good (McKinnon) |
| 11:00-11:30am | Networking Break |
| 11:30-12:30pm | A1: Power of Positioning, Part 1 (Bardfield) |
| | A2: Emerging Technology and Social Marketing Applications (Lefebvre) |
| | A3: A National Social Marketing Strategy (Niblett & Marshall) |
| | A4: Audience Segmentation (Alfonso) |
| | A5: Successful Social Marketing Case Studies (Lee) |
| | A6: Getting it Right: How to Pretest Your Materials With Your Target Audience (part 1) (Salazar) |
| | A7: Essential Components of a Social Marketing Curriculum for Graduate Programs in Public Health/Health Education (Whitright) |
| 12:30-1:45pm | Lunch On Own |
| 1:45pm - 2:45pm | B1: Power of Positioning, Part 2 (Bardfield) |
| | B2: What's Your Plan? Creating and Evaluating Minnesota's QUITPLAN Media Campaign (Mosrey) |
| | B2: Using Market Research Data to Reach Target Audiences and Inform Outreach Campaigns (Mosrey) |
| | B3: The Role of Partnerships for Sustaining Social Marketing Programs (Scwartz) |
| | B4: Social Marketing for Nutrition and Physical Activity: A New Web Course (Kohr) |
| | B4: Using Technology and Science for Audience Segmentation (Vodicka) |
| | B5: Teens and Drugs: Lessons Learned from a Large-Scale Social Marketing Campaign (Denniston) |
| B5: Leveraging Behavioral Theories and the Marketing Mix to Increase HIV Testing Among African American Women (Robinson) | |
| B6: Getting it Right: How to Pretest Your Materials With Your Target Audience (part 2) (Salazar) | |
| B7: Social Marketing for Nutrition and Physical Activity: A New Web Course (Kohr & Payne) | |
| 2:45 pm - 3:15 pm | Networking Break |

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| 3:15 pm - 4:15 pm | C1: Listening to Your Audience: Lessons Learned (Weiner & Brookes) |
| | C2: Drugs + HIV: Learn the Link Campaign: How the National Institute on Drug Abuse (NIDA) Utilized Social Marketing Strategies to Adapt a Public Awareness Campaign for Hispanic Teens (Macario) |
| | C2: Successful Students Eat Smart and Move More (Vodicka) |
| | C3: Commitment Techniques and Partnerships Promote Clean Air and an Active Lifestyle (Kassirer) |
| | C4: Overview of the Importance-Performance Tool for Public and Non-Profit Marketers (Ortinou); Case study: Positioning the Prevention Research Centers (Buhi); Case Study: Children's Medical Services (Olsen) |
| | C5: Hidden in Plain Sight: A Stealth Social Marketing Approach to Promote HIV Prevention & Care Centers to Most-at-Risk Populations in Bangladesh (Bardfield & Howard) |
| | C5: Use of a Social Marketing Campaign to Increase Awareness of Low Fat Milk Benefits and Increase Consumption of Low Fat Milk (Lorts) |
| | C6: Reducing the Prevalence of Tobacco Use Among Young Adults Aged 18-24 years On and Off College Campuses (Washington) |
| | C6: Developing Culturally Appropriate Folic Acid Messages: Formative Research with Latinas (Flores) |
| | C7: Applying Social Marketing to Stigma Reduction: The Washington State Mental Health Transformation Experience (Keller) |

SATURDAY JUNE 21, 2008

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| 8:00 am – 4:00 pm | Registration Desk Open |
| 9:00 am-9:15am | Welcome & Report from American National Strategy for SM |
| 9:15am-10:15am | Plenary - Critical Issues in Social Marketing Or How to Change the World (Hastings) |
| 10:15-11:15am | Plenary -Let's Talk Tactics (Smith) |
| 11:15am-12:30 pm | Lunch On Own |
| 12:30 - 4:30 pm | A-Best Laid Plans: Social Marketing in the Real World (Strand) |
| | B-DON'T LACK WHEN YOU'RE BACK: Web-Based resources to Support Your Social Marketing Work (Kassirer) |
| | C-Low Budget Health Communication (Weiner & Brookes) |
| | D-Focus Groups (Krueger) |
| | E-Try it at Home (Keller & Marshall) |