Making it happen
Changing Behaviours
and Changing Policy

2nd Annual
Social Marketing Conference
NUI Galway
Friday June 4th 2010

In these demanding times, insights into enabling, encouraging and supporting human behaviour from Social Marketing provide new ways to successfully tackle social and public issues in health, the environment, and the community. This Social Marketing Conference brings together global experts in behaviour change with practitioners and leaders in the public and voluntary sector.

Keynote Speakers:
Professor Gerard Hastings
Director, Institute for Social Marketing, Stirling University, Scotland.

Dr. Ray Lowry
Senior Lecturer, Newcastle University, UK.

Professor Jeff French
CEO, Strategic Social Marketing and former director of National Social Marketing Centre, UK.

Conference Chair:
Dr. Christine Domegan
NUI Galway

www.conference.ie
## Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.15 - 9.00</td>
<td>Registration and Coffee</td>
</tr>
<tr>
<td>9.00 - 9.30</td>
<td>Conference Opening and Welcome Address</td>
</tr>
</tbody>
</table>
| 9.30 - 11.00  | **Making it Happen**  
Keynote Address – Part 1  
Interactive Plenary session with Gerard Hastings and Ray Lowry                         |
| 11.00 - 11.30 | Coffee                                                                                                                                |
| 11.30 - 12.30 | **Making it Happen**  
Keynote Address - Part 2  
Interactive Plenary session with Gerard Hastings and Ray Lowry                         |
| 12.30 - 1.45  | Round Table Lunch Clinics                                                                                                               |
| 1.45 - 3.15   | Parallel Sessions  
Cases Studies, Intervention Programmes and Best Practice                                                                 |
|               | [1] Public Health and Well-Being  
[2] Policy Formulation and Implementation  
| 3.15 - 4.00   | Engage, Empower and Inspire - Jeff French                                                                                               |
| 4.00 - 4.30   | Closing Plenary - Gerard Hastings, Ray Lowry and Jeff French                                                                                 |

## Registration and Fees

**Early bird fee, before May 1st 2010 €65** per person to include refreshments, light lunch and conference materials.

**Late fee, after May 1st 2010 €95** per person to include refreshments, light lunch and conference materials.

For further information and online booking, please visit [www.conference.ie](http://www.conference.ie) and follow the link to the National Social Marketing Conference 2010.