2nd Annual Social Marketing Conference
Making it Happen - Changing Behaviours and Changing Policy

J.E. Cairnes School of Business & Economics
National University of Ireland, Galway
Friday 4th June 2010

Draft Schedule

8.15 – 9.00am  Registration and Tea/Coffee

9.00 – 9.30am  Conference Opening and Welcome Address
Dr. Sally Pears, Bangor University, Wales and “Food Dudes” Healthy Eating Programme

9.30 – 10.50am Changing Behaviours – Make it Happen Keynote Address – Part 1
Interactive Plenary session with Professor Gerard Hastings (Stirling University, Scotland) and Dr. Ray Lowry (Newcastle University, UK)

10.50 – 11.10am Tea/Coffee

11.10 – 12.30pm Changing Behaviours – Make it Happen Keynote Address – Part 2
Interactive Plenary session with Professor Gerard Hastings (Stirling University, Scotland) and Dr. Ray Lowry (Newcastle University, UK)

12.30 – 1.45pm Round Table Lunch Clinics

1.45 – 3.15pm Parallel Sessions: Cases Studies, Intervention Programmes and Best Practice

(1) Public Health and Well-Being (Food)
Chair: Dr. Declan Fleming, NUI Galway
Mairead O’Callaghan, “Food Dudes” Healthy Eating Programme
Sinead Duane, NUI Galway & Safefood
James Cronin, University College Cork
Mark Newcombe, University College Cork
1.45 – 3.15pm  Parallel Sessions: Cases Studies, Intervention Programmes and Best Practice (continued)

(2) Public Health and Well-Being
Chair: Maurice Murphy, CIT
Ronan O’Sullivan, Cork Institute of Technology
Barry Griffin, Cork Institute of Technology
Sarah Diffley, Letterkenny Institute of Technology
Maurice Murphy, Cork Institute of Technology

(3) Policy Formulation and Implementation
Chair: Professor Kevin Leyden, NUI Galway
Prof. Paulo Moreira, European Centre for Disease Prevention and Control
Dr. Aileen McGloin, Safefood
Dr. Kevin Davison, NUI Galway
Patricia McHugh, NUI Galway

(4) Policy Formulation and Implementation
Chair: Pat Kenny, Dublin Institute of Technology
Dr. Deirdre O’ Loughlin, University of Limerick
John Healy, Cork Institute of Technology
Ted Vickey, Digital Enterprise Research Institute, NUI Galway
Pat Kenny, Dublin Institute of Technology

(5) The Environment and Energy
Chair: Dr. Sarah Knight, NUI Galway
Marius Claudy, Dublin Institute of Technology
Barbara Heisserer, NUI Galway

3.15 – 4.00pm  Engage, Empower and Inspire
Professor Jeff French, CEO, Strategic Social Marketing Inc.

Jeff will review the current state of the field of social marketing its, strengths, weaknesses, emerging opportunities and the threats that will be faced by Social Marketing proponents in the coming years. Jeff will set out some positive challenges to those who believe as he does that social marketing represents a more democratic and sustainable approach to tackling civic challenges as opposed to just a better technical way to plan and implement social change programmes. Jeff will close his presentation with a set of recommended actions that Social Marketers will need to take to embed Social Marketing into the operating DMA of public sector policy, strategy and operational delivery.

4.00 – 5.00pm  Closing Plenary
- **Professor Jeff French**, CEO, Strategic Social Marketing Inc.
- **Professor Gerard Hastings**, Stirling University, Scotland
- **Dr. Ray Lowry**, Newcastle University, UK
- **Professor Paulo Moreira**, European Centre for Disease Prevention and Control
- **Dr. Sally Pears**, Bangor University, Wales and “Food Dudes” Healthy Eating Programme