

**Influencing Behaviour and Understanding for Positive Benefits**  
*Social Marketing and the Countryside*  
**11 March 2009**  
The Centre in the Park, Sheffield



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- £150 GBP
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*A copy of the conference proceedings publication is also included in the price*

*Cancellations: Refunds (less 25% cancellation fee) will only be made for written cancellations received before 25th February 2009.*

Please complete and return the form by post, fax or alternatively email your details to the address below:

Countryside Recreation Network  
Sheffield Hallam University  
Unit 1 Sheffield Science Park  
Howard Street Sheffield S1 2LX  
Email: [crn@shu.ac.uk](mailto:crn@shu.ac.uk)  
Tel: 0114 225 4494 or Fax: 0114 225 6319

## **Influencing Behaviour and Understanding for Positive Benefits** **Social Marketing and the Countryside**

### **Target Audience**

The seminar is aimed at managers and policy staff (a) who wish to understand how social marketing can help them in their work, (b) who wish to understand and influence the behaviour of specific social groups or (c) wish to understand how social marketing differs from commercial marketing or public education approaches.

There are 50 places available on this seminar

**11 March 2009**  
**Centre in the Park (Norfolk Park)**  
**Sheffield**

Delegate Fee: £150

### **A Countryside Recreation Network Event**

**For CMA members, this event attracts 10 continued Professional Development (CPD) points**

## Background:

There is growing evidence and experience that when social marketing is applied effectively, and in the appropriate context, it can be a powerful tool for bringing about real and measurable positive changes in people's behaviours. Improving the level of understanding and application of social marketing by countryside managers will provide them with an additional tool for bringing about positive behaviours among visitors and countryside users

## Aims of the event:

- understand the underlying concepts in social marketing,
- understand how social marketing fits with strategies to engage more closely with third sector organisations,
- be able to write a basic specification for a social marketing project, and
- know how to access advice, guidance and case studies in social marketing.

## Chair:

Dr Rachel Hughes- Sports Council for Wales, CRN

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### DRAFT PROGRAMME

09.30 Registration and refreshments

10.00 Welcome by Chair -Dr Rachel Hughes- Sports Council for Wales

10.15 The National Social Marketing Centre- Case Study - *The National Social Marketing Centre- Alex Christopoulos*

10.45 Theoretical understanding of Social Marketing- *The Social Marketing Practice-Veronica Sharp*

11.15 Refreshments

11.30 Discussion of why social enterprises are attracting more interest and why social marketing is particularly relevant to them- Support the thinking business -*Sheffield Hallam University-Dr Rory Ridley Duff*

12.00 Social Marketing- A history, useful principles and lessons transferable to the context of countryside recreation. *Sport Industry Research Centre- Prof Simon Shibli*

12.30 Question and Answer Session

13.00 Lunch

14.00 Sheffield Care Primary Care Trust- How does Social Marketing differ from standard marketing approaches- *Sheffield PCT-Sheila Paul*

14.30 BDRC- Research to underpin Social Marketing initiatives followed by examples of campaigns done to illustrate- *BDRC-Alan Love*

15.00 Great Yarmouth PCT Case Study- Example of Mosaic in use - *Experian- Patrick Gray*

15:40 Question and Answer Session

16.10 CLOSE