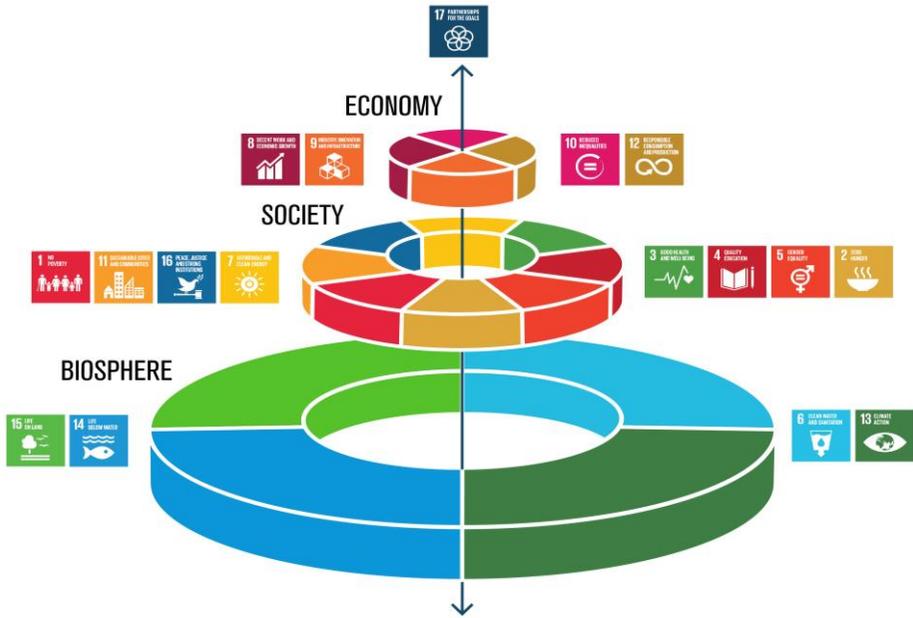




NUI Galway
OĒ Gaillimh

Co-Creating Change



Graphics by Jenker Lohmann/Adobe

What:

8th National Social Marketing Conference

When:

Main Conference:
24th May 2018,
10.30am-5pm

Where:

Aula Maxima,
NUI Galway

Training Workshops
(Optional): 25th May
2018, 9.30-12.30pm

Find out more: www.conference.ie

#CCSMC2018

Co-Creating Change

8th National Social Marketing Conference
Main Conference: May 24th 2018
Training Workshops (Optional): May 25th 2018
Aula Maxima, NUI Galway

"To create is to make something happen as a result of one's own actions. To co-create is to make something happen as a result of people working together. Co-creating Change is a collective process that connects and empowers people. Co-creating a 'behavioural change' is about people coming together and making Change happen through their everyday choices, decisions and behaviours."

This 8th National Social Marketing Conference brings together world renowned social marketing experts from Canada, Australia, Europe and Ireland as well as leaders and researchers in health and sustainable change in both public and voluntary sectors. This conference will explore in greater detail how empowered citizens and communities can co-create and foster sustainable behavior change.

Keynote speakers:



Professor Walter Wymer is an Associate Editor for the European Journal of Marketing and the International review on Public and Nonprofit Marketing, as well as serving on other journal editorial boards. Walter's primary areas of research include nonprofit marketing, social

marketing, brand strength/loyalty, higher education marketing, and scale development. Another area of interest concerns formulating effective social marketing and public health communication strategies.



Professor Alan Tapp is the founder and former Director of the Bristol Social Marketing Centre. His research interests centre on the use of marketing working alongside other fields to influence and change behaviour. He has led and worked on over 50 marketing research projects with funding over £1.5m, including projects funded by research councils and working with partners such as Sport England & the

Department for Transport. Alan was nominated for the Vice Chancellors prize for research in 2017.



Professor Sharyn Rundle-Thiele is Director, social marketing at Griffith and Editor-in-chief of the Journal of Social Marketing. Drawing on her commercial marketing background Sharyn's research focuses on applying marketing tools and techniques to change behavior for the better. She is currently working on

projects delivering changes to the environment, people's health and for the greater social good. Selected current projects include changing adolescent attitudes towards drinking alcohol (see www.blurredminds.com.au/students), increasing healthy eating and physical activity to combat obesity, reducing food waste and delivering change in a wide variety of settings. Sharyn's research is published in more than 120 books, book chapters and journal papers.



Professor Gerard Hastings leads social marketing at Stirling University, UK, the Open University, UK, and L' École des Hautes Etudes en Santé Publique, Rennes, France. He is currently a Commissioner on the Lancet Obesity Commission, and a member of the Board of Alcohol Focus Scotland and the British Medical Association Board of Service.

Conference Chair:

Dr. Christine Domegan, Head of Marketing Discipline, Senior Lecturer and Social Innovation and Policy Leader, Whitaker Institute, NUI Galway.

*There will be additional health and environmental health presentations.

Registration and Fees

Registration fee €120 per person to include refreshments, lunch, conference materials and optional training workshop attendance. For further information, schedule and online booking, please visit www.conference.ie and follow the link to Co-Creating Change, 8th National Social Marketing Conference, 2018.

