

TIME

SCHEDULE

9.30 – 10.15am	Registration and Tea/Coffee
10.30 – 11.30am	Conference Opening and Welcome Professor Walter Wymer, University of Lethbridge, Canada <i>"Improving Social Marketing Effectiveness"</i>
11.30 – 12.30pm	Professor Sharyn Rundle-Thiele, Griffith University, Australia <i>"Social Marketing is (so much) more than communications"</i>
12.30 – 1.30pm	Networking Lunch
1.30 – 2.30pm	Dr. Patricia McHugh, NUIG & Dr. Áine McNamara, HSE <i>"The Ultimate Immune System Boost – Flu Vaccination"</i> Dr. Veronica McCauley & Dr. Kevin Davison, NUIG <i>"Anchoring Digital Interactivity into a Behavioural Change Toolkit"</i> Dr. Caitriona Carlin & Dr. Gesche Kindermann, NUIG <i>"Barriers and Bridges to Community Engagement in Nature-Based Programs"</i>
2.30 – 3.30pm	Professor Alan Tapp, University of the West of England - Bristol <i>"Why Marketers Don't Get Hugged at Parties – and Other Useful Things About Social Marketing"</i>
3.30 – 4.00pm	Book Launch and Refreshments <i>'Social Marketing Rebels with a Cause'</i> President Ciarán Ó hÓgartaigh, NUI Galway
4.00 – 5.00pm	Professor Gerard Hastings, University of Stirling, UK <i>"Remembering Who Owns the River"</i>
5.00 pm	Conference Close

Training Workshops (Optional): Friday May 25th 2018 (J.E. Cairnes School of Business and Economics)

9.30 – 12.30pm *Parallel Training Sessions:*

1. Professor Alan Tapp: "What Social Marketing is, What it can do, and How to Manage it"
2. Dr Christine Domegan & Dr Patricia McHugh: "Stakeholder Engagement for Complex Societal Problems"