

## Getting Your Feet Wet With Social Marketing The Workshop

Presented by Jack Wilbur  
Utah Dept. of Agriculture and Food

Wed. May 13, 2009 - 9 to 5 - Kowawese Unique Area at Plum Point  
Route 9W, New Windsor, NY Fee - \$25

Thu. May 14, 2009 - 9 to 5 pm - Norrie Point Environmental Center  
in Mills-Norrie State Park Staatsburg, NY Fee - \$25

### **Brought to you by:**

- *NYSDEC Estuary Training Program of the Hudson River National Estuarine Research Reserve (<http://www.dec.ny.gov/lands/4915.html>)*
- *NYSDEC Hudson River Estuary Program (<http://www.dec.ny.gov/lands/4920.html>) and Hudson River Watershed Alliance ([www.hudsonwatershed.org](http://www.hudsonwatershed.org))*
- *Hudson River Sloop Clearwater and ([www.clearwater.org](http://www.clearwater.org))*
- *New England Interstate Water Pollution Control Commission ([www.neiwppcc.org](http://www.neiwppcc.org))*

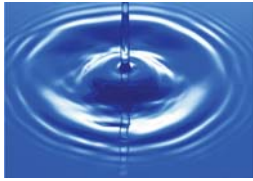
For professionals, volunteers and municipal officials involved in: watershed management, climate change adaptation and mitigation, wildlife management, invasive and nuisance species, forestland management, natural resource management and ecosystem-based management.

This workshop on “Getting your Feet Wet with Social Marketing”, with Jack Wilbur Utah Dept. of Agriculture, the author of the guidebook of the same name, will cover behavior change, assessing audiences and messaging. Social marketing uses many of the principles of commercial marketing to bring about behavior change. (<http://ag.utah.gov/conservation/GettingYourFeetWet1.pdf>)

**Register at:** <http://www.hrner.org/public/training/workshoplinks.html>  
Information at 845-889-4745 ext. 109 [sastancz@gw.dec.state.ny.us](mailto:sastancz@gw.dec.state.ny.us)

### DRAFT AGENDA

9:00 – 9:30 am	Welcome, Introductions
9:30 – 10:00 am	Introduction to Behavior change and the social marketing planning process
10:00 – 10:30 am	Behavior Change Tools
10:30 – 10:45 am	<b>Break</b>
10:45 – 11:00 am	Defining problems and behavior change solutions
11:00 --11:30 am	Small Group Exercise #1 and report-out: Define problems/possible solutions
11:30 – 11:45 am	Evaluation? It's never too early to think about it.
11:45 – 12:15 pm	Strengths, Weaknesses, Opportunities and Threats, Social Network analysis: filling the gaps in your team
12:15 – 1:00 pm	<b>Lunch</b> (we will play portions of the Getting in Step video during the lunch time)
1:00 – 1:20 pm	Define and Segment audience
1:20 – 1:55 pm	Small Group Exercise #2 and Report-out: Segment and assess audience
1:55 – 2:25pm	Introduction to research methods Surveys Focus Groups? Observation? Etc.
2:25 – 2:40 pm	Group Discussion: Identifying barriers and benefits
2:40 – 3:00 pm	Messages and messaging strategies
3:00 – 3:15 pm	<b>Break</b> (begin working on exercise #3)
3:15 – 3:45 pm	Small Group Exercise #3 and report out: Brainstorm messages
3:45 – 4:10 pm	Campaign - implement media mix
4:10 – 4:20 pm	Logic model: a tool for planning and evaluation
4:20 – 4:50pm	Small Group Exercise #4 and report-out: Putting it all together—Now what?
4:50 – 5:00pm	Wrap-up -- fill out evaluation forms



## REGISTRATION: Getting your Feet Wet with Social Marketing

May 13 - 9 to 5 pm - Kowawese Unique Area at Plum Point  
May 14 - 9 to 5 pm - Norrie Point Environmental Center

**REGISTRATION DEADLINE:** May 4, 2009

**REGISTRATION FEES:** \$25.00 before May 1<sup>st</sup> and \$30.00 on or after May 1st.

(Registration includes: Light breakfast, snacks, lunch, and workshop materials)

Information at 845-889-4745 ext. 109 [sastancz@gw.dec.state.ny.us](mailto:sastancz@gw.dec.state.ny.us)

**How to register and pay:**

- Online, with credit card or check:  
<http://www.hrner.org/public/training/workshoplinks.html>
- Mail this form and a check to:  
Michele Piazza  
NEIWPC  
116 John Street  
Lowell, MA 01852-1124
- Fax this form with credit card information to  
NEIWPC: (978) 323-7919
- Sorry, no purchase orders

Car pooling information is available at:  
[www.rideshare.us](http://www.rideshare.us)

Lookupcode: Wilbur0513 or Wilbur0514

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

- attending at Plum Point – New Windsor, NY (May 13, 2009)
- attending at Norrie Point – Staatsburg, NY (May 14, 2009)

What area (watershed, municipality) do you work in?

What issues are you involved in that will be aided by understanding social marketing techniques?

Total amount enclosed: \$25 early \$30 late (5/1/9)

Please make your check payable to NEIWPC, or you may pay using your Discover, MasterCard, or VISA

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Cancellation Policy:** Registration fees are refundable only if NEIWPC is notified of cancellation by May 4, 2009. (978) 323-7929 x 245