

Social marketing – changing behaviours

Chair: Dr Jonathan Deacon

Speakers

1. Marketing religion – Revd. Carol Wardman

For nearly 10 years Carol Wardman was chief executive of Age Concern Leeds, followed by a year exploring various freelance and ad-hoc opportunities, including adult training, consultancy work with the voluntary sector, and hospital chaplaincy. In August 2011 she moved to Wales to take up the post of Bishops' Adviser for Church and Society.

In a largely secular society with no guarantee that anyone is familiar with a religious tradition, Revd. Wardman is extremely interested in how Christianity is perceived by the outside world, and by how the Christian tradition can inform and enlighten responses to current affairs and the challenges of daily life in the 21st Century.

2. The challenges of social marketing in low-income settings in Brazil – Peter Roach

A global business leader with strong entrepreneurial skills in designing brand and market growth strategies in emerging and developed markets with Smith & Nephew, London International Group AXA PPP healthcare, SSL International and Reckitt Benckiser. Has integrated a unique blend of commercial and social marketing concepts and techniques to deliver behaviour change programmes in health settings across diverse international markets and cultures. With a strong reputation in building strategic partnerships with key opinion leaders, policy makers, international donor agencies, NGOs and the media, Roach set up Socialtec International in January 2012, a UK-based strategic consultancy focusing on behavioural change communication, social impact evaluation and strategic corporate citizenship. He is co-author of the Face of Global Sex reports: a multi-county analytical report on various health aspects associated to sexuality, and holds an MBA and Masters in Marketing.

3. Pen and sword – Dr James Whitehead

James is currently a Sixth Form teacher of psychology and sociology at St Julian's Comprehensive School, Newport. However, prior to this, he was an army education and training officer for 22 years, with an operational speciality in information and influence. In this capacity he served twice in Afghanistan, most recently between July 2011 and January 2012.

He is a graduate of the Universities of Coventry, Birmingham, Cranfield and the OU, and a fellow of the Institute for Learning. His research has focused on education and conflict, and military education.

He is a keen fell walker, local historian and writer of historical fiction.

4. **Consumer psychology** – latest research update from a UWN academic
5. **Health case studies** – John Underwood, deputy chief executive, Freshwater. John founded Freshwater Healthcare (formally clear) in 1991. He was director of communication for the Labour Party and an award-winning TV reporter and presenter for the BBC, ITV and Channel Four. He also founded CCT the company that held the contract to televise the proceedings of Parliament throughout most of the 1990s.

In recent years he has concentrated his efforts on working with clients on consultation strategy development and media relations. John studied communications at the University of Wales and is an honorary Professor of communication in the department of Sociology, Anthropology and Applied Social Sciences at the University of Glasgow.

6. **Social media in social marketing** – Welsh Government

Social marketing is often confused with social media marketing. Here's an opportunity to see how they work hand-in-hand.