

Social Marketing Workshop for Health Professionals
 May 4 and 5, Anchorage, Alaska
 8:00am - 4:00pm

TOPIC	TIME
Day One	
Participant Sign-In and Breakfast	8:00am - 8:30am
Welcome & Introductions	8:30am - 8:45am
Introduction to Social Marketing	8:45am - 9:30am
Select Topics and Form Groups	9:30am - 9:50am
Step One: Background, Purpose, and Focus of Plan	9:50am - 10:15am
<i>Coffee Break</i>	10:15am - 10:30am
Step Two: Situation Analysis	10:30am - 11:15am
Step Three: Select Target Audience	11:15am - 12:00pm
<i>Lunch Break (lunch provided)</i>	12:00pm - 1:00pm
Step Four: Determine Campaign Objectives & Goals	1:00pm - 1:45pm
Step Five: Identify Barriers, Benefits	1:45pm - 2:30pm
<i>Coffee Break</i>	2:30pm - 2:45pm
Step Five: Identify Barriers, Benefits (continued)	2:45pm - 3:10pm
Step Six: Position Statement	3:10pm - 3:45pm
Summary of Day One & Agenda for Day Two	3:45pm - 4:00pm
Day Two	
Participant Sign-In and Breakfast	8:00am - 8:30am
Reflections from Day One	8:30am - 9:00am
Step Seven: Product Strategies	9:00am - 10:00am
<i>Coffee Break</i>	10:00am - 10:15am
Step Seven: Price Strategies	10:15am - 11:00am
Step Seven: Place Strategies	11:00am - 12:00pm
<i>Lunch Break (lunch provided)</i>	12:00pm - 1:00pm
Step Seven: Promotion Strategies	1:00pm - 2:00pm
Steps Eight: Evaluation	2:00pm - 2:30pm
<i>Coffee Break</i>	2:30pm - 2:45pm
Step Nine: Budgets and Step Ten: Implementation Plan	2:45pm - 3:15pm
Teams Share 4P Strategies	3:15pm - 3:45pm
Final Summary & Q&A	3:45pm - 4:00pm