

KIA ORA TĀTOU

WELCOME

(Re) Discovering the secret sauce for your programme
12 principles of successful behaviour change



**NZ SOCIAL
MARKETING
NETWORK**

Workshop 2 : 20 June 2023

Supporting organisations



Public
Relations
Institute of
New Zealand
Te Pūtahi Whakakakau
Tūmatanui o Aotearoa



Wrap up summary

Your questions, issues, challenges, opportunities, observations

5 principles of programme establishment:

1. Setting objectives
2. Defining audience(s)
3. Defining what you are 'selling'
4. Developing integrated marketing activity
5. Monitoring and evaluation

4 principles of 'outside in' influence – stakeholders, partnerships and your audience

1. Involve your audience
2. Involve your stakeholders
3. Develop + nurture partnerships
4. The power of DIRECT experience

3 principles of programme management – managing expectations

1. Change takes time
2. Take responsible risk
3. Be flexible – adapt to what you learn

KIA ORA TĀTOU

WELCOME

Jemma Titheridge | Tracey Bridges | Phill Sherring
Amatailevi Stella Muller | Rebecca Whiting
Nick Farland

Want to learn more?

Consider:

- Join the NZ Social Marketing Network and receive our e-newsletter – email us at socialmarketingnz@gmail.com
- Connect with others through the NZ Social Marketing Network social channels – [Facebook](#) and [LinkedIn](#)
- Coaching panel – [download information flyer](#)
- Intern programme – [download information flyer](#)
- Topic specific learning circle – are you interested? Email us at socialmarketingnz@gmail.com

KIA ORA TĀTOU

THANK YOU

(Re) Discovering the secret sauce for your programme
12 principles of successful behaviour change



**NZ SOCIAL
MARKETING
NETWORK**

Workshop 2 : 20 June 2023

Supporting organisations



Public
Relations
Institute of
New Zealand
Te Pūtahi Whakakakau
Tūmatanui o Aotearoa

