

CBSM 2.0 – Beyond Theory to Application

Designing and Implementing Successful CBSM Campaigns



BACKGROUND

Since its introduction almost 20 years ago, people have recognized the power of utilizing Community-Based Social Marketing (CBSM) to foster behavioural changes that benefit their communities and the environment.

CBSM 2.0 – Beyond Theory to Application is a seminar, developed to meet the demand from those who understand Community-Based Social Marketing theory, but wish to learn the hands-on techniques to design and implement a successful CBSM campaign.

This training session will showcase proven tactics that have been used around the world to encourage positive behavioural changes. ***CBSM 2.0 – Beyond Theory to Application*** is a hands-on, interactive seminar, delivered by Ken Donnelly – a leading CBSM practitioner with over 18 years of experience designing and implementing CBSM campaigns in such diverse areas as waste management, transportation, water conservation, pollution prevention, energy conservation, and health promotion.

WHAT YOU WILL LEARN

- How to research effectively, and on a budget.
- How to choose behaviours strategically to ensure your campaign has the greatest impact.
- Practical tips for branding campaigns to establish and build on early successes.
- Tried and true behaviour change approaches for reaching 100,000 or more people in your community.
- Techniques for capitalizing on the power of Social Media.
- How to ensure that evaluation is an integral component of your CBSM campaign.

INSTRUCTOR



Ken Donnelly has been developing CBSM strategies for clients since 1993, with a particular focus in the environmental and health sectors. He has worked with CBSM founder Doug McKenzie-Mohr on several innovative campaigns, and Doug recently described Ken as “one of Canada’s foremost Community-Based Social Marketing practitioners.”

Ken has conducted CBSM training seminars across Canada, in the Caribbean, England and in Scotland, where he works in partnership with the Sustainability Centre at Caledonian University. As Vice President, Eastern Canada for Lura Consulting, Ken has also led hundreds of community engagement and social research projects for domestic and international clients. Ken’s leadership in CBSM implementation, passion for positive change, and engaging presentation style ensures that participants walk away from **CBSM 2.0 – Beyond Theory to Application** refreshed and ready to implement successful CBSM campaigns in their communities.

COURSE PREREQUISITE

This is a course in CBSM implementation. To take the course, you must have previous Community-Based Social Marketing training, or have experience in delivering CBSM campaigns. If you are unsure if you meet these requirements or you would like to attend a webinar that will bring you up to the requirement level, contact Ken Donnelly at kdonnelly@lura.ca.

COURSE OUTLINE

1 Refresher on CBSM Principles and Theory

2 Budgeting

- Getting management’s support for a CBSM campaign.
- How to budget for a CBSM campaign.
- Tips on where to save money in your budget, without compromising results.



- Recommendations on the spectrum of outside involvement, from doing it all internally to hiring externally.

3 Conducting Research

- Establishing research objectives.
- Conducting literature reviews methodically, yet efficiently.
- Surveying – how to get reliable data, how to analyze it, and why survey question design is so important.
- Focus groups – benefits, limitations, and when to conduct them.

4 Choosing Behaviours

- Selecting behaviours with the most “bang for the buck”, and how to sift through multiple behaviour choices.
- Developing a behaviour change plan for the future – an incremental approach to further behavioural change.

5 Communications

- How to integrate CBSM with traditional communications.
- Avoiding the trap of traditional communications approaches.
- How to have “one-on-one conversations” with hundreds of thousands of people.

6 Commitment Strategies

- How to comfortably secure the strongest commitments.
- Maximizing commitments.
- How to train people to secure commitments.
- How to make commitment, prompts and social norms work together.
- Securing a new type of commitment, one that is stronger than any of the others.

7 Social Media

- Why social media and CBSM are a marriage made in Heaven.
- How to integrate social media into your campaigns.
- How to convince senior staff that social media is okay to use.
- Corporate guidelines for social media use.

