



**Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing**

**Dr. Doug McKenzie-Mohr**

**Sunday, November 17th**

**10:00 am - 6:00 pm**

**Fee: \$275 with conference registration - \$325 workshop only**

**Box lunch included**

This workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behaviors. Those who attend the workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting pilots, and broad scale implementation) and be exposed to numerous case studies illustrating its use. Each participant will receive a copy of the new edition of "Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing."

About the presenter: For over two decades Dr. McKenzie-Mohr has been working to incorporate scientific knowledge on behavior change into the design and delivery of community programs. He is the founder of community-based social marketing an approach that forms the foundation of thousands of environmental behavior change programs globally. He is the author of three books on the topic. One of these books, Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing, has been recommended by Time Magazine and become requisite reading for those who deliver programs to promote sustainable behavior.

Workshop Evaluations: More than 60,000 program managers have attended workshops on community-based social marketing that Dr. McKenzie-Mohr has delivered internationally. Here are several anonymous evaluations from recent workshops:

"Fantastic. Simply invaluable."

"By far, the best workshop I've attended on any topic!!!"

"Brilliant speaker."

"Easily the most valuable workshop I've ever attended."