Dr. Doug McKenzie-Mohr will be delivering introductory and advanced community-based social marketing training in Seattle in October.  These workshops will be of particular interest to agencies working to promote waste reduction, energy and water efficiency, conservation, sustainable food consumption, the control of invasive species, modal transportation changes and other sustainable actions.  These sessions will also be of interest to organizations promoting health and safety (e.g., active lifestyles, immunization, cancer prevention and screening, blood donations, earthquake and fire safety, workplace safety, etc.). Community-based social marketing is a unique approach to fostering both environment and health related behavioral changes and is now being utilized globally.  Descriptions of these workshops are provided below (early bird registration closes July 31st).

A coupon code has been provided for Pacific Northwest Social Marketing Association members, SPARKS and forum attendees that provides an additional $50 off of the registration cost.  Use this code when registering to receive the discount: a6a03d09

Seattle Introductory and Advanced Workshops (Oct. 22-25): https://tinyurl.com/cbsmseattle

**About the Speaker**

Dr. Doug McKenzie-Mohr is the founder of community-based social marketing.  Recommended by Time magazine, his book has become requisite reading for those who deliver environment, health and safety programs.   The approaches that Dr. McKenzie-Mohr advocates in these workshops are now being utilized by agencies across the globe.   He has delivered community-based social marketing workshops for over 70,000 program managers. Below is a small sample of recent anonymous evaluations:

-Fantastic, simply invaluable.

-This is hands-down the most valuable workshop/training I've ever attended.

-Speaker was wonderful.

-The best workshop/conference I have EVER experienced.

-Outstanding presentation style. Expertise is obvious.

-Superb presentation skills.

-By far, the best workshop I have attended – on any topic!

**Introductory Workshop (October 22-23**)**:** The two-day introductory workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster behavior change. 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.  Participants will receive a copy of the third edition of "An Introduction to Community-Based Social Marketing." The introductory workshop is a mandatory prerequisite for the advanced workshop.

**Advanced Workshop (****October 24-25):** The two-day advanced workshop provides an in-depth exploration of how community-based social marketing can be used to foster behavioral changes and provides attendees the opportunity to apply this approach to their own programs. Building on the introductory workshop, participants will be exposed to advanced topics regarding fostering behavioral changes, with a particular focus on the formation of habits that protect the environment or foster public health and safety; accurately determining the barriers to a behavioral change; and program evaluation and determining return on investment. The workshop also addresses the effective use of social media, apps and websites. Participants will also be coached in making community-based social marketing presentations to their agency or community and will receive PowerPoint and Keynote presentations for this purpose. This workshop is restricted to individuals who have previously attended Dr. McKenzie-Mohr's introductory workshop. If you have not yet attended an introductory workshop, reduced rates are available for attending both sessions.

**Group Bookings**

If you are interested in registering five or more people from the same agency, please contact us. For groups of five or more the reduction is $75 per person. These group reduced rates are in addition to our early bird rates and the 10% reduction that we provide if someone registers for both the introductory and advanced workshop.

**Additional Information and Registration:**

**Early bird registration closes July 31st.**

Seattle Introductory and Advanced Workshops (Oct. 22-25): https://tinyurl.com/cbsmseattle