

May 14, 2018

The City of Guelph's Solid Waste Resources Department is pleased to offer an exciting two-day workshop led by Dr. Doug McKenzie-Mohr, Ph.D. on June 11 and 12, 2018 at The Guelph Arboretum. We will be introduced to community-based social marketing and how it is applied to foster sustainable behaviour. Learn the five steps of community-based social marketing:

- 1) Selecting behaviours
- 2) Identifying barriers
- 3) Developing strategies
- 4) Conducting pilots
- 5) Implementation

Case studies will be used to illustrate the five steps. Plus, receive a copy of Dr. Doug McKenzie-Mohr's book, *Fostering Sustainable Behavior*. Following the workshop you'll be able to design and evaluate your own community-based social marketing campaigns and foster sustainable behaviour.

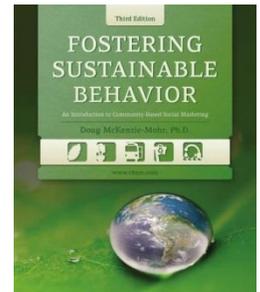
About the Speaker

For over three decades Dr. Doug McKenzie-Mohr has been working to incorporate scientific knowledge on behaviour change into the design and delivery of community programs.

He is the founder of community-based social marketing and the author/co-author of three books on the topic. One of these books has been recommended by Time Magazine and become requisite reading for those who deliver programs to protect the environment, promote public health and prevent injuries.

His work has been featured in the New York Times and he is the recipient of the American Psychological Association's inaugural award for innovation in environmental psychology and the World Social Marketing conference's inaugural award for contributions to the field of social marketing.

He has delivered workshops internationally for over 70,000 program managers. He is a former Professor of Psychology at St. Thomas University in Fredericton, New Brunswick, where he co-coordinated the Environment and Society program.



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Event Details

Community-Based Social Marketing Workshop

University of Guelph – The Arboretum

College Ave. E., Guelph – (The entrance is on the south side of College Ave. E., west of Victoria Rd. S.)

June 11 and 12, 2018

9 a.m. - 4 p.m.

The cost for this two-day workshop is \$400. Light refreshments and lunch will be provided both days. Free parking is available on-site. Please note the maximum number of registrants is 60. **Deadline for registration is June 4.**

Note: If you are unable to attend, consider sending someone else in your place. Feel free to pass along this invitation to your colleagues.

Thank you,

Nicole Davison, Waste Resources Coordinator

Solid Waste Resources

City of Guelph

519-822-1260 extension 2451

nicole.davison@guelph.ca

Registration Form
Community-Based Social Marketing Workshop
June 11-12, 2018
9 a.m. – 4 p.m.

Name: _____

Organization: _____

Telephone: _____

Email: _____

Please specify if you have a dietary restriction:

- Gluten free
- Dairy free
- Vegetarian
- Vegan
- Other: _____

The cost for this two-day workshop is \$400. Deadline for registration is June 4.

Payment options and instructions:

- Cheque

Please complete the registration form and email it to nicole.davison@guelph.ca.
Please include a copy of the registration form with your cheque. Please make the cheque payable to: City of Guelph and mail the cheque to:

City of Guelph Solid Waste Resources
Attn: Nicole Davison
110 Dunlop Dr.
Guelph, ON
N1E 3J3

- Credit Card

If paying by Credit Card, please complete the registration form and email Nicole Davison at: nicole.davison@guelph.ca for payment instructions.