Communications and social marketing

Training

The ChaMPs social marketing team is committed to sharing best practice in social marketing and has given many presentations and workshops. It has commissioned training courses covering key social marketing techniques and how to influence public behaviour with excellent delegate feedback. Please click on the links below to see the training materials.

"A really excellent package of sessions, highly relevant and useful"
"Very well organised, delivered and facilitated from beginning to end"
"Very interactive with time for discussion which really helped"

Influencing Public Behaviour: An introduction - 2011
Insight and Segmentation Presentation - 2011
Planning and Delivering a project to influence behaviour June 2011
Evaluation and ROI Presentation June 2011
Commissioning Social Marketing - 2009
Evaluating Success Training - 2009
Getting Started: Scoping Social Marketing Projects - 2009
Practical Introduction to Social Marketing - 2009