



THE UNIVERSITY OF  
WESTERN AUSTRALIA  
*Achieve International Excellence*

BUSINESS SCHOOL

## WA Social Marketing Forum

This one day forum is an opportunity to hear about the latest research in social marketing, non-profit marketing, health promotion, and related areas.

The forum will feature a combination of internationally renowned guest speakers and paper presentations from Western Australian Researchers.



### The Power of Critical Analysis in Social Marketing

presented by

**PROFESSOR GERARD HASTINGS**

Director, Institute for Social Marketing  
University of Stirling, United Kingdom

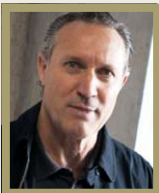


### Strategic Social Marketing: factoring in individual motivation & environmental forces

presented by

**PROFESSOR WALTER WYMER**

Editor, Journal of Nonprofit and Public Sector Marketing  
University of Lethbridge, Canada



### Going Upstream

presented by

**PROFESSOR ROB DONOVAN**

Professor, Behavioural Research, Division of Health Sciences  
Curtin University of Technology, Australia

#### Other topics to be covered include....

- Consumers' ethical decision making
- Addressing child obesity
- Alcohol advertising and minors
- Donation behaviours
- Destigmatising mental health
- Consumer values
- Consumers' participation in healthcare delivery

#### REGISTRATION INFORMATION

##### DATE

Friday 13 August 2010

##### TIME

10.00am to 5.00pm

##### VENUE

UWA Business School

##### PRICE

\$55 per person

Includes forum entry & lunch

##### TO REGISTER

[www.business.uwa.edu.au/  
research/conferences/  
smfnonacademic](http://www.business.uwa.edu.au/research/conferences/smfnonacademic)

##### MORE INFORMATION

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