

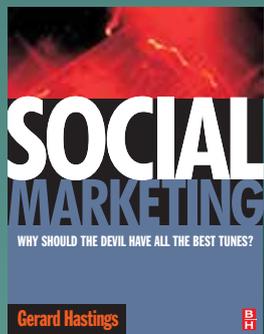
2nd
**PUBLIC SECTOR
EXCELLENCE™**
MASTERCLASS

**SOCIAL MARKETING:
WHY SHOULD THE DEVIL
HAVE ALL THE BEST TUNES?**

*“Gerard Hastings extends the social marketing paradigm by introducing the importance of critical social marketing and clearly demonstrates how social marketing can and does work in practice.”
Dr Gary Noble, Director, Centre for Social Marketing Research,
University of Wollongong*

**Professor
Gerard Hastings** Live & In Person

International best selling social marketing guru and advisor to the Scottish, UK and European Parliaments and recipient of the Order of the British Empire (OBE).
Sandton Sun, Johannesburg • 18 November 2010



“Insightful view of critical marketing, relational thinking, and competitive analysis ... sheds new light on the most current thinking and practice in the field. Everyone from the novice to the seasoned social marketer will find value here.”

Prof Carol Bryant, Co-Director, Florida Prevention Research Center, University of South Florida

Register Now.

Absie Pantshwa at +27 11 399 5662 Fax +27 86 632 5910
Email psx2010masterclass@callit-it.com Web www.publicsectorexcellence.org

WHY SHOULD YOU ATTEND?

Modern marketing techniques now pervade every aspect of our lives: the government, charities, advocacy groups use it to encourage us to live more healthily, support good causes or be more ecologically sensitive. Does this work and what does it tell us about the relationship between business and civil society? Can the public sector use lessons and techniques devised on Wall Street to further social and health goals?

Professor Hastings shows how we can borrow the techniques the private sector uses to promote consumption, to encourage more socially desirable behaviours, and use rigorous research to enable regulators to constrain the worst excesses of Wall Street.

The Public Sector Excellence™ Social Marketing Masterclass, based on his best-selling book, *Social Marketing*, is highly accessible with clear learning objectives, exercises and proven examples, that stretches our understanding of the discipline and raises questions about future directions.

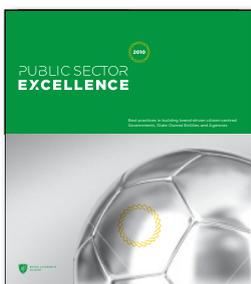
Participants will leave with a public sector marketing toolbox of insights used to gather and engender citizen support, increase utilisation of public products and services, evaluate and influence positive public behaviours.

WHO SHOULD ATTEND?

Public Sector Excellence™ Social Marketing Masterclass is designed to provide global perspective to the challenges faced by governments, state owned entities (SOEs) and non-profit institutions and organisations.

The Public Sector Excellence™ Social Marketing Masterclass is designed for decision-makers and managers in the public sector – government, government agencies, SOEs and non-profit organisations – entrusted to create and deliver social goods, shape opinions, and engage with and serve citizens across Africa. Citizen-centered and service providers in the private sector who are engaged to help shape public opinion and develop social marketing programmes and campaigns will also gain valuable insights to help their clients – governments, SOEs and non-profit organisations – to build citizen centered and admired public sector organisations.

PUBLIC SECTOR EXCELLENCE™ REPORT



Public Sector Excellence™ Report 2010 is a compendium of insights, trends and best practices in building citizen-centred governments, State Owned Enterprises (SOEs) & Government Agencies. Public Sector Excellence™ Report 2010 will be launched at the 2nd Public Sector Excellence™ Awards on 18 November 2010.

About Professor Gerard Hastings



Gerard Hastings is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing and Centre for Tobacco Control Research at Stirling and the Open University. He researches the applicability of marketing principles like consumer orientation, branding and strategic planning to the solution of health and social problems. He also conducts critical marketing research into the impact of potentially damaging marketing, such as alcohol, tobacco and fast food promotion.

He is the author of Europe's only social marketing textbook: *Social Marketing: Why Should the Devil have all the Best Tunes?* He has also published over a hundred refereed papers in major journals such as the *British Medical Journal*, the *European Journal of Marketing*, the *International Journal of Advertising*, the *Journal of Macromarketing*, *Psychology and Marketing*, *Social Marketing Quarterly*. Professor Hastings has taught about social marketing on four continents (Europe, Asia, Africa and North America) and led the research team that conducted the first systematic review on the impact of food advertising on childhood obesity. He chairs the Advisory Board for the European Commission's (and the world's biggest) anti-smoking campaign; a rare example of a successful public health brand and regular advisor to the Scottish, UK and European Parliaments and to World Health Organisation (WHO).

In 1997, Professor Hastings became the first Andreasen Scholar in Social Marketing and in 2009 he was awarded the OBE for services to health care.

Professor Gerard Hastings

Live & In Person In South Africa

18 November 2010 • SAM Room, Sandton Sun, Johannesburg

INVESTMENT

DELEGATE FEE = R2,495 ex VAT (14%).

INTERNATIONAL DELEGATE FEE = \$395 ex Applicable Taxes

A **R200 (\$30) surcharge** is applicable for strictly Halaal, Kosher or other special meals.

DELEGATE DETAILS

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REGISTER NOW

1) Phone : Absie Pantshwa +27 11 399 5662

2) Fax : +27 86 632 5910

3) Email : psx2010masterclass@callit-it.com

PAYMENT

1) By Bank Transfer:

Registered Name: Brand Leadership Academy (Pty) Limited

Banking Details: Standard Bank, Sandton City

Account: 241341647

Branch Code: 018105

Swift Code: SBZAZAJJ

Please quote invoice number and delegate/company on the deposit slip.

TERMS AND CONDITIONS

This form constitutes a legal and enforceable contract between the delegate and/or delegate organisation and Brand Leadership Academy™.

The full fee is payable not less than 7 days prior to the event or within 21 days of the invoice date, whichever is the earlier.

Registration and admission to the event is only allowable once payment has been received in full. A 50% refund will be granted for cancellations received in writing not less than 14 days prior to the event. The full fee less a 15% administration charge is payable for cancellations received within more than 14 days of the event. Substitute delegates are welcome provided Brand Leadership Academy™ is informed in writing, no less than 48 hrs prior to the event.

Brand Leadership Academy™ reserves the right to amend the programme without notice and/or to postpone and/or cancel the event. In cases of postponement or cancellation, full refunds will be given.

The Public Sector Excellence Masterclass is organised by:



BRAND LEADERSHIP
ACADEMY

The Brand Leadership Academy™ is a centre of excellence in brand-driven consumer-centric leadership development in an information and borderless world. Working collaboratively with distinguished global and local scholars, decision makers and thought leaders in business and society, the Brand Leadership Academy™ aims to inspire and empower leaders across all spheres of society with cutting-edge cross disciplinary world-class insights to help them maximize the value of and build great brands in Africa and the world.

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