

**Social  
Communications  
and  
Social Marketing  
Training**

**International respected consultancy Strategic Social Marketing and Mark Wall Communications have teamed up to offer a series of expert training days on marketing and communication for the not for profit and government sectors.**

Our experience and expertise is in equipping people to be competent and confident social marketers and communicators, especially in public sector organisations facing challenge and going through complex societal and cultural change.

No matter what challenges you face and what difficulties need to be addressed, being able to influence the behaviour and communicate effectively to a variety of different audience groups is half the battle. People will support you more and are more likely to act if they understand what and why you are proposing the action you are taking. Staff, stakeholders and the public will work with you if they feel listened to and engaged with.

Social Marketing is an evidence and data driven approach to developing and integrating approaches to influence behaviours that benefit individuals and communities for the greater social good. It seeks to integrate research, best practice, theory, and audience

and partnership insight, to bring about positive social change. Social Marketing is an approach that every person that is seeking to provide great public services should understand and be able to apply.

Our courses will give you the theory and examples of practice that you need to understand, the communication and marketing tools you need to do the job.

For each course there will be a bespoke brochure and hand-outs for all participants summarising the main points of the day and adding some additional references and ideas for further reading.



MARK WALL  
COMMUNICATIONS & MEDIA

**STRATEGIC  
SOCIAL MARKETING**

# Content

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## Communications

1. Effective Communication Taster
2. Dealing with the Media
3. Crisis Communications
4. What is effective communication?
5. Segmenting Stakeholder Communications
6. Internal Communications

## Social Marketing Courses

1. An introduction to Social Marketing key concepts
2. Strategic Social Marketing, developing a more citizen focused approach to service development and delivery
3. Influencing Behaviour for social good what works and how to do it ethically
4. Measuring efficiency and evaluating the effectiveness of behavioural change and communication programmes

# Effective Communication Taster

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This is an ideal first course for middle and senior managers. At the end of the day, trainees will understand the basics of good communications in a variety of settings. They will understand communication science theory so they can analyse why communication does or does not work; they will be able to identify audience segments, map key stakeholders and understand how they can communicate more effectively internally. And they will have the theory and some practice in dealing with the media and managing communications in a crisis.

The course looks at six separate modules, introducing the main ideas, generating discussion and informing good practice, and giving participants a chance to questions and practice the tools being taught.

While not a substitute for more detailed training, this day is perfect to introduce your key people to the importance of communications, the elements of effective communications and the main disciplines of communication that they will encounter in their day to day roles.

## Subjects covered include:

- Why is communications so important?
- Why do so many people get communications wrong?
- What do I do in a crisis?
- Do the media really want to catch me out?
- How do I make sure my staff know what's going on?



## Dealing with the Media

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People are scared of the media. We all complain about the way they handle news stories and moan about how biased they are. But we all keep buying the papers and reading the websites...

The reality is that no matter what your role, you need the media. By understanding who they are and how they work, you can use them to get your crucial messages out to a mass audience. We talk through the media, not to the media.

By working with them rather than engaging in conflict you are more likely to get what you need.

This is a training day packed with helpful hints and real life examples. The outcome is that participants understand the role the media has,

understand the context in which they work and will have more confidence in talking to them face to face, on radio and on television. Most media interviews fail because the interviewee is just not very clear on what they want to say. We use the message house model to enable trainees to be crystal clear on what they are saying.

The morning is dedicated to theory, discussions and understanding. After lunch we work on practical exercises and everyone on the course (which is limited to 12 people) will be interviewed "as live" with feedback and group comment.

At the end of the day participants will be equipped to talk to journalists on a variety of subjects and understand their role in doing so.

## Crisis Communications

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A very specific topic, everyone who attends this course must have attended the media training course or the Basic Communications course first.

Crisis communications is a very specialist area. Organisations will spend a lot of time and money preparing for major incidents and worrying about business continuity. We need to be equally as focused on crisis communications: what do we say when something goes wrong? How do we say it? How do we manage the press? What is happening to our reputation?

### **The course will be very bespoke and filled with top tips such as:**

- Anticipate crises
- Don't panic!
- Agree your team
- Listen – monitor news media and social media
- Establish crisis communications routes and platforms (e.g. twitter)
- Develop clear media handling rules
- Monitor and revise plans on an hourly basis

The morning is spent discussing theories and real life examples, and allowing time for questions.

The afternoon is an as live exercise, with teams being given a scenario and asked to respond. The situation will change every half hour.

The group will discuss actions and the tutors will offer support and advice.

The outcome will be a team equipped with the tools and understanding they need to plan for effectively managing a crisis.

# What is effective communication?

This course looks in more detail than is possible in the one day taster at the elements of good communications and the theory of communications science that backs it up.

In our experience, people communicate more effectively if they understand the basic principles of communications science. While not getting into the technical detail of academic research, we do explore the theories in sufficient depth for trainees to understand how they can change their practice to get better results.

By outlining, discussing and critiquing the work of Laswell, Shannon and Weaver, Jacobsen and

Newcomb among others, trainees understand the key elements of communications theory. We then discuss and apply the learning, developing a model based on the best aspects of each to equip participants with significant expertise to nuance their communications skills.

The course also includes discussion about why communication is so important, how people so often get it wrong and bespoke analysis of the individual circumstances of those on the course.

The elements of good communications are explored and illustrated with participants encouraged through on line and other tools to assess their own strengths and learning needs.



# Segmenting Stakeholder Communications

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This half day session is all about segmentation and stakeholders.

We know that good communication relies on a careful and detailed understanding of who your target audience is: to scatter gun information simply does not work.

Taking this idea further, targeted communications are more effective when we

## The elements of the day will be:

- An understanding of basic segmentation
- More detailed models of segmentation relevant to the organisations present
- How to use segmentation to improve your campaigns
- What is a stakeholder?
- How to draft and use a stakeholder map

Businesses use segmentation all the time to ensure that their products are getting to the right bit of the market: the market that has the needs that their product meets. They do not want to waste time sending their products to people who do not need, understand or want them. It is exactly the same with communication: it is a product and we need to understand where we are hoping to “sell” our message. Once you have identified your target market segment it is far easier to nuance and code your message to increase your chances of being heard and being effective.

understand the various stakeholders that have interest in and influence over our organisations. By mapping where these stakeholders sit and what they are involved in, we can nuance our messaging to ensure greater resonance.

## The course will look in details at the kinds of segmentation you could use

- Demographic (who)
- Geographic (where)
- Behavioural (what)
- Psychographic (why)

Once you understand segmentation, you can add stakeholder mapping to your communications toolkit. A stakeholder map is an excellent way of seeing the key stakeholders for your business, campaign, issue or problem and so prioritise your resources.







## An Introduction to Social Marketing

Social Marketing applies the principles and theories of a range of disciplines to influence and bring about positive behaviour change. It is becoming increasingly used in social enterprises and the not for profit sector across Europe as social challenges multiply

This one day seminar will give participants introduction to the key concepts, principles and Practice of Social Marketing. The seminar will also cover how Social Marketing can be used as an effective tool within the not for profit sector and as part of for profit CSR programmes.

### By the end of the seminar participants will:

- Understand the basic eight principles of Social Marketing
- Understand how Social Marketing principles and language relate to other forms of social programme planning and delivery.
- Be able to quote examples of effective and efficient interventions
- Understand the planning approach adopted by Social Marketing and how this relates to other planning models
- Have an insight into how to create Social Marketing programmes that can achieve measurable social impact



# Influencing Behaviour

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Policy is important and we need to be polished practitioners of developing it. But in the end, we want to change people's behaviour. Whether we want them to start buying our product, or stop damaging behaviour such as smoking, we can use tried and tested psychological techniques to succeed. This seminar will give participants

introduction to key concepts, principles and Practice of influencing behaviour. The seminar will also cover how these principles and models can be used in the not for profit sector and as part of for profit CSR programmes.

## Objectives

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### By the end of the seminar participants will:

- Understand the four key behavioural change models
- Have a good understanding about the nature of human behaviour
- Understand what we know about human decision making and behaviour in relation to rapid cognition, considered decision making and social and environmental influences
- Be able to quote examples of effective and efficient interventions
- Understand the planning approaches including: Framing, Salience, Priming, Loss and gain, Liking and Trust, Status Quo bias, Reciprocity, social Norms,
- Have insight into behavioral influencing models theories and techniques can be used to help people change and plan more effective social interventions including the use of incentives and penalties.

## Strategic Social Marketing

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Strategic Social Marketing is the skill of merging micro behaviour change with macro policy interventions. By having a strategic approach, your practice and on the ground policies will be more effective. This seminar will give participants introduction to key concepts, principles and of Strategic Social Marketing. The seminar will also cover how these principles and models can be Used in the not for profit sector and as part of for profit CSR programmes.

### By the end of the seminar participants will:

- Have an understanding of the macro policy drivers & implications for Social Marketing
- Be aware of how the strategic planning process can enhance operational Social Marketing delivery
- Understand the basis strategic planning process and key tools
- Be aware of and be able to use tools that can be used to assess and develop how strategic practice within host organisations
- Know how to embed and sustain social marketing in the heart of organisations over time and assist policy making

# Measuring efficiency and evaluating the effectiveness of behavioural change and communication programmes



Evaluating communication and behavioral influence programmes is essential to determine their efficiency and effectiveness.

This seminar will cover how to set out clear goals, unambiguous aims and SMART objectives. The session will also cover evaluation design and the selection and analysis of performance and evaluation metrics.

## By the end of the session participants will:

- Understand the difference between and be able to set out programme goals, aims and objectives.
- Be aware of and able to formulate a structured evaluation design and set this out in a structured evaluation plan
- Have understanding about how to select and apply metrics for measuring both efficiency and effectiveness of programmes.
- Understand the importance of engaging stakeholders and users in evaluation and monitoring of programmes.
- Be aware of and be able to address ongoing monitoring and opportunity spotting as part of overall planning and management of a communication and or behavioural change programmes.

## Costs

All the above sessions can be run as half day, one day or two day sessions. In the half day sessions the focus is on core theory and examples. In one day and two day sessions more time is given to interactive exercises and case study reviews.

Course costs are calculated on a per person attending basis assuming a minimum of ten attendees. Reasonable travel expenses and VAT (if applicable) are additional.

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|-----------------------|-----------------|------|------|
| Half day introduction | Cost per person | £125 | €158 |
| One day course        | Cost per person | £200 | €254 |
| Two day seminar       | Cost per person | £325 | €413 |

## The Trainers

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**Prof Jeff French  
PhD, MBA, MSc,  
DipHE, BA, Cert.Ed.**

Jeff is a global thought leader in Social Marketing and social programme planning and evaluation and health communication.

Jeff has published over 90 papers and three books. Jeff is a visiting Professor at Brighton University and a Fellow at Kings College London University. Previously Director of Policy and Communication at the UK Health Development Agency. In 2005 Jeff led the UK government review of Social Marketing and set up the National Social Marketing Centre in 2006.

Jeff is a member of several national and international policy committees and is a member of the Editorial Board of four professional Journals. Jeff is the organiser of the World Social Marketing Conference and a member of the International Social Marketing Association Executive and the European Social Marketing Association Board.

Jeff has worked on behaviour change, health communication and social policy programmes in over 29 countries and has just completed the first ever technical planning guide on Social Marketing for the European Centre for Disease Control. Jeff has worked on many occasions for WHO and governments around the world.



**Mark Wall, BD (Hons.)  
(Lond.), M.Phil (Exon.)**

Mark is a theologian by training, an ambulance man by trade and a communications expert by day! After training as an ambulance man in London he

then had a career as a senior manager in social housing before spending ten years in the NHS.

As lead for all communications, marketing and media work for a large acute Trust he has extensive experience in using communications

strategies and media management to promote or defend your organisation.

Since setting up Mark Wall Communications three years ago Mark has worked across the UK and in Europe for public, private and third sector companies providing training, PR campaigns, crisis support, strategy development and a range of other communications products. He is a regular columnist in the local media and appears on local radio.

## Contact details

**Prof Jeff French**  
**Strategic Social Marketing**  
**Attabara, Conford, iphook, GU30 7QW**  
**Tel: 01428 751 475**  
**Email: [Jeff.French@strategic-social-marketing.org](mailto:Jeff.French@strategic-social-marketing.org)**

**Mark Wall Communications**  
**95 South Street,**  
**Taunton, TA1 3AG**  
**Tel: 01823 271508 / 07909 993278**  
**Email: [mark@markwall.co.uk](mailto:mark@markwall.co.uk)**