

# Knowledge can change things.



# Helping you to change things.

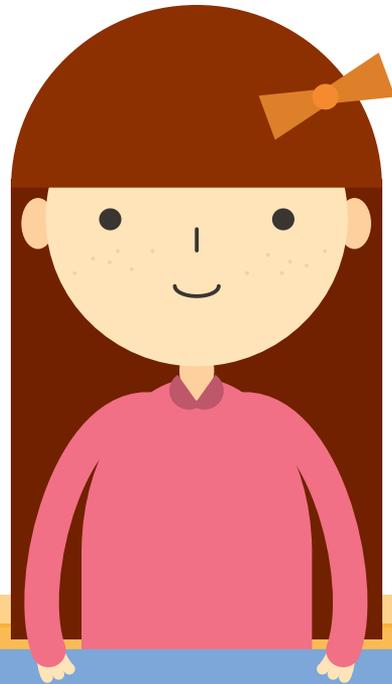
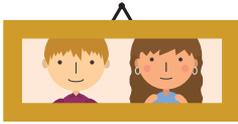
We have all heard that phrase: knowledge is power. And here at Social Change UK we really believe that knowledge gives you the power to change things.

Designed with your goals in mind, our specialist courses in behaviour change marketing are built on the latest ideas and adapted to incorporate brilliant examples of how people in the real world have made a difference through their work.

Professional, engaging, innovative and inspiring. These are the key ingredients of all our courses.

An industry expert delivers every course. Their talent and current experience in the field adds value as they can give you practical examples of how to apply theory to reality.

Whether you are new to the field or looking to update your skills, simply invite us to deliver training in your workplace. Included in all our courses is our 'after course care' service which means you can continue to learn AFTER your training.



### **Our unique 'after course care'**

Unlike other trainers we provide an 'after course care' service. This means you can email or call your trainer for up to three months after the course to pose questions, seek feedback and ask advice – and this is included in your training price.

# An Introduction to Behaviour Change (one day)

This course is perfect for professionals who want to change attitudes and behaviours through their work. Popular in the health sector, behaviour change marketing, sometimes referred to as 'social marketing' has been used to reduce smoking prevalence, increase physical exercise in communities and reduce teenage pregnancies. Local authorities have also used behaviour change marketing principles to engage more fully with the electorate and meet green and environmental targets (such as recycling). In the private sector, the same tools have been used to influence purchasing behaviour and understand consumer behaviour.

If your goal is to move and motivate people to change then this course is ideal for you. Suitable for professionals new to behaviour change marketing or social marketing.

## **This course covers:**

1. How behavioural theory can be used to influence change
2. Getting to know your audience and the importance of generating insight
3. Behavioural goals
4. The concept of exchange in behaviour change marketing
5. Working with the competition
6. Segmentation and targeting
7. Designing solutions using insight

## **Who should attend?**

This course is ideal for professionals new to behaviour change marketing/social marketing.

## **How long is the course?**

One day

## **How much will it cost?**

We can offer this course (up to 20 people) in your workplace for £1,395 + VAT. This fully inclusive price includes tuition, refreshments, course materials and our 'after course care'.



# Behaviour Change – Advanced (one day)

This practical course is for professionals who already understand and apply the principles of behaviour change marketing in their work but want to advance their knowledge and skill set in this field, especially in areas such as return on investment, developing commercial partnerships and behavioural science.

## **This course covers:**

1. The success criteria for behaviour change marketing
2. Advanced behavioural theory and behavioural science
3. Research methods for greater insight
4. Behavioural goals and measuring success
5. Return on investment and value for money
6. Shock tactics
7. Ethics
8. Commercial partnerships
9. Advanced segmentation and targeting
10. Service redesign and solutions design

## **Who should attend?**

If your goal is to move and motivate people to change then this course is ideal for you. Suitable for professionals who already understand and apply the principles of behaviour change marketing but want to learn more or advance their knowledge and skill set.

## **How long is the course?**

One day

## **How much will it cost?**

We can offer this course (up to 20 people) in your workplace for £1,395 + VAT. This fully inclusive price includes tuition, refreshments, course materials and our 'after course care'.



# Social media for change (one day)

Would you like to know how to use social media to effect change? This course is perfect for professionals who would like to use Facebook, Twitter, Pinterest and other social media platforms to effect change and engage with their target audiences. It also covers digital marketing and viral marketing for beginners.

If you would like to improve your campaigns and programmes by using social media to better effect, this is perfect for you.

## **This course covers:**

1. The power of social media to effect change
2. Influencing people using social media
3. Getting to know your audience online
4. Successful campaigns using social media
5. The power of viral marketing

6. How brands and businesses use social media to get us to buy things
7. Young people and social media consumption
8. Conducting research using social media
9. Evaluation and measuring success – the social media dashboard

## **Who should attend?**

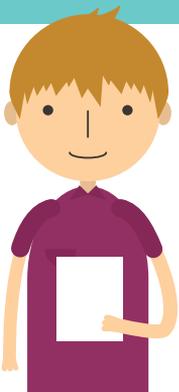
This course is ideal for professionals new to using social media in their work to change attitudes and behaviours.

## **How long is the course?**

One day

## **How much will it cost?**

We can offer this course (up to 20 people) in your workplace for £1,395 + VAT. This fully inclusive price includes tuition, refreshments, course materials and our 'after course care'.



# Digital marketing for change (one day)

Would you like to know how digital marketing can effect change? This course is perfect for professionals who would like to understand how digital marketing can be used to better communicate and engage with target audiences and how digital marketing techniques can move people towards an attitude and behaviour change.

If you would like to improve your campaigns and programmes by using digital marketing, this course is perfect for you.

## **This course covers:**

1. What is digital marketing
2. Mobile marketing and being responsive
3. Successful campaigns using digital marketing
4. The power of digital marketing
5. How digital marketing can change

6. How brands and businesses use digital marketing to get us to buy things
7. Conducting research online
8. Viral marketing
9. Crowdsourcing
10. Location based marketing

## **Who should attend?**

This course is ideal for professionals new to using digital marketing in their work.

## **How long is the course?**

One day



## **How much will it cost?**

We can offer this course (up to 20 people) in your workplace for £1,395 + VAT. This fully inclusive price includes tuition, refreshments, course materials and our 'after course care'.

# Coaching and mentoring

## Expert. Personal. Affordable.

Understanding people and moving them to a behaviour change is not an easy task. As behaviour change marketers, we have been there and know the pitfalls and pointers that can make or break a social change programme. If you need support on your journey then we are here to help you.

Coaching and mentoring programmes help professionals grow, develop and learn new skills under the direction and advice of a seasoned expert. We have a number of experienced senior social and behavioural marketers who can support you. Coaching and mentoring programmes also provide you with real-world knowledge that bridges the gap between educational theory and actual business and organisational practices.

## What you can expect

- One meeting every eight weeks in your local area (or workplace)
- 6 x 1 hour Skype calls
- Unlimited phone and email support/guidance
- Personal professional development programme
- Expert mentor/coach with proven track record in behavioural marketing and behaviour change design
- Tools and resource packs to help you on your journey



## How much will it cost?

6-month mentor programme: £2,995

12-month mentor programme: £4,995

# Speaking out

Why not ask us to speak at your next networking event or conference? We have presented at over 50 events over the last five years on behaviour change.

Topics we have presented on include:

- Youth smoking and 'vaping' (e-cigarettes)
- Health visiting
- Teenage pregnancy
- Climate change
- Crime reduction
- Poverty
- Obesity and healthy eating
- Alcohol harm reduction

Please contact us for more details on speaking engagements. Get in touch via email or give us a call.

**hello@social-change.co.uk**  
01522 775060



## **How much will it cost?**

Public sector rate: £450

Commercial sector rate: £995

We also donate our time for free to some events!

# Are you looking to commission a social research project or campaign?

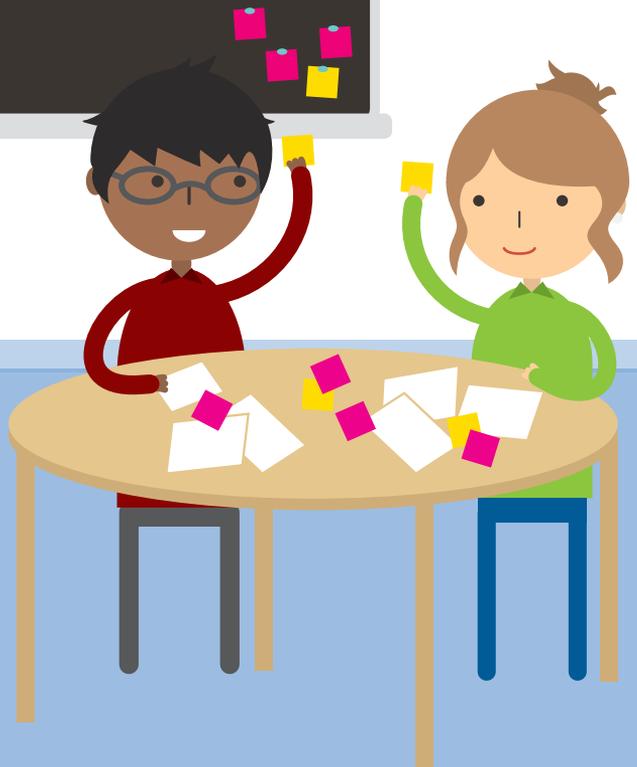
Social Change UK is a social research and campaign company working in the UK, Europe and beyond. Other than training professionals to bring about social change through their work we carry out social research to find out more about people and we design campaigns that build emotional connections and encourage people to think and act.

We do this by blending a unique skill set in research, psychology, design, marketing and PR. Our research is insightful and our campaigns are stronger because of this approach.

We work with practitioners and academics from across a number of disciplines including psychology, social science, research, business and marketing and together we work on tackling tough social issues.

Our clients range from government departments, local authorities, and NHS organisations to multi-million pound companies and household brands who trust us with their brief.

**We blend our skills in  
research, psychology,  
design, marketing and PR.**



# Contact us

Phone: [01522 775060](tel:01522775060)

Email: [hello@social-change.co.uk](mailto:hello@social-change.co.uk)

Unit 1, Checkpoint Court,  
Lincoln, LN6 3PW

 [@socialchangeuk](https://twitter.com/socialchangeuk)

 [/socialchangeuk](https://www.facebook.com/socialchangeuk)

 [/SocialChangeUK](https://www.youtube.com/SocialChangeUK)

[www.social-change.co.uk](http://www.social-change.co.uk)

