

TUESDAY		
9.00-9.30:	Welcome and Opening	Professor Sandra Jones Professor Gerard Sutton, Vice Chancellor, University of Wollongong
9.30-10.30:	Keynote: Tom Carroll	"Social Marketing and Youth: A practitioner's perspective on partnerships and proof."
10.30-11.00:	Morning Tea	
11.00-12.30:	SESSION 1: Food Marketing, Food Policy and Consumers CHAIR: JANET HOEK	Janet Hoek Public Health, Regulation and the Nanny State Fallacy Michael Basil, Debra Basil, Sameer Deshpande A Comparison of Dieticians and the Public: Nutrition Focus, Food Choice, and Mental Accounting Ninya Maubach and Janet Hoek The effect of alternative nutrition information formats on consumers' evaluations of a children's breakfast cereal
12.30-1.30:	Lunch	
13.30-14.30:	Keynote: Sue Murray	"Meeting the challenge of keeping breast cancer research on the public agenda"
14.30-15.00:	Afternoon Tea	
15.00 – 16.30:	SESSION 2: Social Marketing: Market Definitions and Message Development CHAIR: MELANIE RANDLE	Melanie Randle and Sara Dolnicar Not Just Any Volunteers, Segmenting the Market to Attract the High-Contributors Sandra Jones, Samantha Reis, Kelly Andrews Communication about organ donation intentions: Formative research for a social marketing program targeting families Anne Hill, Railton Hill, Susan Moore Product evaluation in a Social Marketing and Community Development Context: A Case Study Lyn Phillipson and Elizabeth Wiese Developing effective communication strategies to promote the help-seeking of young people with mental health problems in the Illawarra
16.30-17.00:	Wrap-up session (collaboration between research and practice)	
17.00:	CLOSE	

WEDNESDAY		
8.30-9.30:	<p>SESSION 3: Cases and Communities: Practitioner Perspectives</p> <p>CHAIR: SANDRA JONES</p>	<p>Valerie L. Vaccaro Cause Marketing Partnerships, Diffusion of Breast Cancer Awareness & the Komen Case</p> <p>Rajeeb Satyal, Peter Oylo, Reed Ramlow Social Marketing through Business Alliance with Commercial Partners</p> <p>Rachel White The Asthma Foundation NSW and Consumer Engagement</p>
9.30-10.30:	Keynote: Andrew Penman	"Nice People, Nasty Issues: Health Philanthropy and Social Change."
10.30-11.00	Morning Tea	
11.00-12.30:	<p>SESSION 4: Tobacco and other vices</p> <p>CHAIR: SUZAN BURTON</p>	<p>Lindie Clark, Suzan Burton and Jette Bollerup Environmental influences on tobacco consumption by smokers intending to quit</p> <p>Janet Hoek, Heather Gifford, Gill Pirikahu, George Thomson and Richard Edwards Smokers' and Former Smokers' Responses to Tobacco Retail Displays</p> <p>Desmond Lam An Investigation of the Duplication of Game Purchases between Regular and Pathological Gamblers</p>
12.30-1.15:	Lunch	
1.15-2.45:	<p>SESSION 5: Social Marketing in Health Services</p> <p>CHAIR: ELIZABETH HEMPHILL</p>	<p>Elizabeth Hemphill and Carol T. Kulik Defining a process for segmenting the general practitioner market for rural practice recruitment.</p> <p>Lizar Alfansi and Ferry Tema Atmaja Service Failure in the Hospital Industry: The Indonesian Experience</p> <p>Prakash Dev Pant, Manisha Shrestha, Peter Oylo Using GIS mapping to monitor and enhance the performance of condom marketing and distribution performance activities among women working in HIV Risk Zones in Nepal</p>
1.15-2.45:	<p>SESSION 6: Work in Progress</p> <p>CHAIR: LINDA BRENNAN</p>	<p>Nadia Zainuddin, Rebekah Russell-Bennett, Josephine Previte Describing value in a social marketing service: What is it and how is it influenced?</p> <p>Denise Ong and Helen Lloyd Reducing Underage Kerbside Drinking in North Tyneside: A Social Marketing Project</p> <p>Linda Brennan and Wayne Binney Is it green marketing, greenwash or hogwash?</p> <p>Katherine van Putten, Sandra Jones It depends on the context: Community views on the use of shock and fear in commercial and social marketing</p>
2.45-3.00:	Afternoon Tea	
3.00 – 4.00:	SESSION 7:	Angie Ruperto and Greg Kerr

	NPOs and Relationships TRACK CHAIR: DEBRA BASIL	Strategic Fit of Community Events Hosted by Charities: Insights from Australia Debra Z. Basil, Sameer Deshpande, Mary M. Runte The Impact of Cause-related Marketing on Nonprofit Organizations Jesse Harman Factors Influencing Successful Collaboration: The Case of dKnet
3.00 – 4.00:	SPECIAL SESSION: Alcohol Marketing and De-marketing	Sandra Jones Railton Hill
4.00-4.30:	Wrap-up session	2008 Chair - 2009 Chair - Previous chairs - Award of Prizes - Handover to 2009 committee