

STUDENT PRE-CONFERENCE WORKSHOP PROGRAM. Monday 14th July.**All sessions will be located in Building 35 Room 45**

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| 9:00 | Tea, coffee and registration |
| 9:15 | Welcome and workshop overview by Professor Sandra Jones, Director CHI. |
| 9:30 | Keynote Address by Professor Janet Hoek, Massey University, New Zealand “Key research questions in social marketing” Professor Janet Hoek's research examines the nexus between marketing and public policy. She has written extensively on DTC, tobacco regulation and consumer deception and has acted as an expert witness in several trademark disputes and in litigation against New Zealand tobacco companies. She is currently a Principal Investigator on a major Health Research Council grant that examines the effects of alcohol marketing on young people. She is also a Principal Investigator in the Centre for Translational Research into Chronic Disease, a large research consortium that is currently evaluating the New Zealand Ministry of Health "Healthy Eating, Healthy Action" programme. Her work has appeared in Journal of Public Policy and Marketing and the Journal of Business Research, and she has received several "Best Paper" awards for her research. Professor Hoek is currently Vice President of the Australian and New Zealand Marketing Academy. |
| 10:15 | Career Planning (Liri Latimore, UOW Career Services) |
| 10:45 | Tips for Writing CV's, Job Applications etc (Liri Latimore, UOW Career Services) |
| 11:15 | Morning Tea |
| 11:45 | Where to Publish? (Lucia Tome, UOW Library) |
| 12:15 | Strategies and Practicalities of Recruiting Participants for your Project (Lyn Phillipson, CHI) |
| 12:45 | Financing your Research – Funding and Fellowships (Prof Sandra Jones, Director, CHI) |
| 13:15 | Lunch |
| 14:00 | Student Paper Presentations and Peer Review Students will have 5-8 minutes to present any aspect of their research or project and participate in a peer review learning environment. This critique will give students practice in oral presentation skills as well as answering questions and articulating their research to an audience. |
| 14:45 | Afternoon Tea |
| 15:00 | Expert Panel Session – an open forum of questions and answers for student delegates to pose specific questions and participate in a lively discussion. |
| 16:00 | End of Day |
| 16:30 | Welcome reception for 2008 International Nonprofit and Social Marketing Conference located in the Foyer of Building 41 |