

DRAFT SUMMIT AGENDA

Updated: June 3, 2015

Monday, February 8, 2016	
Day 1 Purpose: Establish the Framework	
7:30 AM	Grab & Go Breakfast
8:30 AM	Day 1 Welcome - What is Behavior Change Marketing?
8:45 AM	Opening Keynote – The 5 Pathways of Behavior Change Marketing
9:45 AM	Morning Break
10:15 AM	Concurrent Sessions: Establishing the Need For Change (One session for each health topic: Tobacco, Youth Obesity, Alcohol, Violence, Education, Adult Obesity)
10:45 AM	REPEAT: Concurrent Sessions: Establishing the Need For Change (One session for each health topic: Tobacco, Youth Obesity, Alcohol, Violence, Education, Adult Obesity)
	Participants will now choose a village to be part of for the rest of the summit. They will meet with their village at various times to apply learnings to their specific health behaviors. The villages will be: 1) Tobacco, 2) Youth Obesity, 3) Alcohol, 4) Violence, 5) Education, 6) Adult Obesity
11:15 AM	Concurrent Meetings: Village Gathering 1 - How does behavior change apply?
12:00 PM	Grab and Go Lunch
12:45 PM	Pathway Keynote 1 - Health Education / Knowledge Change
1:15 PM	Pathway Keynote 2 - Policy Change
1:45 PM	Pathway Keynote 3 - Social Enterprise / Profit Change
2:15 PM	Concurrent Meetings: Village Gathering 2 - How do knowledge change, policy change and profit change apply?
3:00 PM	Pathway Keynote 4 - Behavioral Economics / Structural Change
3:30 PM	Pathway Keynote 5 - Culture Change
4:00 PM	Concurrent Meetings: Village Gathering 3 - How do structural change and culture change apply?
4:30 PM	Day 1 Closing Keynote – Review day one learnings and preview day two
5:00 PM	Day One Complete
7:00 PM	Awards Dinner & Entertainment

Tuesday, February 9, 2016	
Day 2 Purpose: Apply the Framework	
7:30 AM	Grab & Go Breakfast
8:30 AM	Day 2 Welcome
8:45 AM	Strategy Keynote 1 - Social Marketing
9:15 AM	Strategy Keynote 2 - Formative Research
9:45 AM	Strategy Keynote 3 - Digital & Social Media
10:15 AM	Concurrent Meetings: Village Gathering 4 - Applying Social Marketing, Formative Research & Digital Media
11:15 AM	Breakout Session 1 - 6 Concurrent sessions with 2 speakers each secured via an abstract process.
12:15 PM	Grab and Go Lunch
1:00 PM	Pathway Keynote 4 - Technology
1:30 PM	Pathway Keynote 5 - Media, Events & PR
2:00 PM	Pathway Keynote 6 - Evaluation
2:30 PM	Breakout Session 2 - 6 Concurrent sessions with 2 speakers each secured via an abstract process.
3:30 PM	Concurrent Meetings: Village Gathering 5 - Applying Technology, Media, Events, PR & Evaluation
4:15 PM	Wrap-up Day 2
5:00 PM	Day Two Complete
6:00 PM	Hosted Activity / Networking