Dr Craig Lefebvre

Dr Craig Lefebvre is a leading figure in the development and evolution of social marketing theory, research and practice based in America.

He is Lead Change Designer at RTI International where he heads the research agenda for the Mobile Technology Initiative; is senior counsel on health communication and social marketing strategy for projects with the Centers for Disease Control and Prevention, the Consumer Financial Protection Bureau and the Food and Drug Administration; and serves on several innovation initiatives. He also holds an appointment as Research Professor at the University of South Florida College of Public Health where he teaches an online course in advanced social marketing and is involved with research projects at the Florida Prevention Research Center examining community-based marketing approaches to obesity prevention policy, social marketing education and training experiences offered by schools of public health, and the use of social marketing in health promotion and disease prevention programs implemented by state departments of health.

Craig is the author of over 125 publications in the areas of community health promotion, social marketing, social and mobile media and public health and has made more than 300 presentations at professional meetings and invited venues around the world. He also produces and writes the blog On Social Marketing and Social Change [http://socialmarketing.blogs.com].

In this seminar Craig will extend the ideas and discussion he introduced in his Transformative Social Marketing paper to practical applications in research and practice. The purpose of this paper is to explore the field of social marketing. The field needs to evaluate what works, and more importantly for it to prosper and remain relevant, it must discover and incorporate concepts and techniques from other disciplines that are aligned around core ideas of people-centered and socially oriented. His paper reviews new insights and understandings from modern social marketing practice, social innovation, design thinking and service design, social media, transformative consumer research, marketing theory and advertising practice and develops a model for transforming social marketing thought, research and practice. Findings included a three dimensional model that includes: scope - co-creation, conversations, communities and markets; design - honoring people, radiating value, engaging service and enhancing experiences; value space - dignity, hope, love and trust. The presentation weaves together a set of ideas from different disciplines that together strengthen the social marketing approach and provide a broader set of outcomes and perspectives that can be incorporated into work in this field. (Journal of Social Marketing, 2012; 2:118-129)

We hope you can join Craig for his presentation on “Transformative Methods for Social Marketing”.

When
Thursday 16th April 2015, 12pm for a 12:30pm start

Venue
Australian Catholic University, St. Patrick’s Campus
Room 15, Level 5, 250 Victoria Parade, East Melbourne (across from main campus)

RSVP
Friday, 10th April 2015
Research.CHaSR@acu.edu.au

Lunch will be provided - please advise of any special dietary requirements when you RSVP.

Note for ACU staff
Currently, we are not offering video-conferencing. However, we will do so if there is sufficient demand. Please email Christina at Research.CHaSR@acu.edu.au an expression of interest if you would like this presentation streamed to your campus.