



Ontario  
**Fire & Life Safety**  
Educators

## Marketing to Influence Behaviours and Change Attitudes

If you want to learn how to create effective and memorable education campaigns, your story begins here.

OFLSE, in partnership with Pickering Fire Service is happy to offer a two-day workshop focusing on marketing to influence behaviour change.

**Dates:** April 10 & 11, 2018

**Times:** 8:30 - 4:30

**Location:** Pickering Recreation Complex, 1867 Valley Farm Road, Pickering ON, L1V 6K7

**Registration:** \$145.00

**Registration Deadline:** March 10, 2018

[Register Online](#)

### Why You Should Attend

This workshop:

- will take you through a proven planning process to develop a customized, structured social marketing strategy and plan
- will educate you on how to develop and implement a program/campaign to change attitudes and behaviours of your audiences
- will save you countless hours of planning time and learn proven techniques for launching a successful campaign to change attitudes and behaviours
- will provide the foundation and development of resources for a province-wide educational campaign

### Hear it from the experts:

#### **Centre of Excellence for Public Sector Marketing**

The Centre of Excellence for Public Sector Marketing (CEPSM) was created to help public sector and non-profits with the unique challenges they face in their marketing and communications initiatives. CEPSM's 'Introduction to Marketing Planning for Attitude and Behaviour Change' will move your efforts beyond merely public education and into the realm of action-oriented behaviour change. In addition to the information, tools and knowledge you'll gain, you will also walk away with the CEPSM's 'Social Marketing Planning to Change Attitudes and Behaviours Workbook' – a resource that is sold for \$100.

***Durham College, Advertising and Marketing Communications***

Faculty and students from Durham College's Advertising and Marketing Communications Program will provide you with the knowledge and skills necessary to succeed in the evolving and exciting world of advertising. An understanding of how consumers behave, together with research data and knowing how to capitalize on the latest digital trends, ensures that organizations can sell their products and services and is key to being successful.

***Andrew Simon, Chief Creative Officer at Edelman***

Andrew pitched 'the garage sale' - the marketer's twist for getting the public's buy-in to fire safety at the 2017 Spring Conference. Putting a spin on the tradition 'marketing' of public education, this workshop will re-introduce Andrew's initial pitch, then use cutting-edge techniques to develop a campaign, messaging and resources to take on public education in a way that might just work!

***Tanya Bettridge, Public Educator/Admin Perth East Fire Department***

'From Dead To Deadpool', was a huge hit at the 2017 NFPA Conference, resulting in speaker invitations to multiple fire & life safety educators and fire chiefs' conferences across North America! OFLSE Communications Director, Tanya Bettridge will look at mainstream messaging and real life examples of the best – and worst – attempts to capture the public's attention. An array of emotional connections to messages will be identified and you will learn why some messages and emotions prompt different actions.