

"Enormously beneficial"

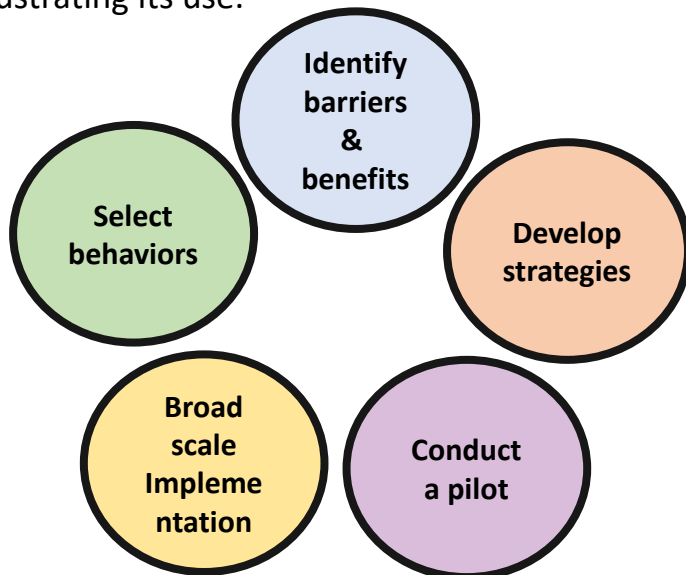
The Colorado Chapter of The Wildlife Society

"Brilliant speaker."

Presents a special 2019 annual conference workshop

Fostering Sustainable Behavior with Community-based Social Marketing

The one-day introductory workshop provides an introduction to community-based social marketing and how it is being applied to foster sustainable behavior in wildlife conservation. Participants will learn the five steps of community-based social marketing and be exposed to case studies illustrating its use.



Doug McKenzie-Mohr, PhD
McKenzie-Mohr and Associates

Tuesday 29 January 2019
10 am – 5 pm
Pueblo Convention Center
Pueblo, Colorado
\$100 CCTWS members, \$175 non-members

For over three decades Dr. McKenzie-Mohr has worked to incorporate scientific knowledge on behavior change into the design and delivery of community programs. He is the founder of community-based social marketing and the author of "Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing". Doug works internationally with a diverse array of governmental and non-governmental agencies, assisting them in identifying the barriers to behavior change and in developing and evaluating community-based social marketing initiatives to overcome these barriers. More than 70,000 program managers have attended his workshops.

"Most valuable workshop/training I've EVER attended!"

To Register:

<http://wildlife.org/colorado/meetings/annual-meeting/>

