

Programme

Social Marketing Conference in Koblenz, Germany – June 26-27, 2008

Times	Thursday, 26.6.2008	Friday, 27.6.2008
9:00 - 10:30	Session 1 Gianfranco Walsh and Dieter Zoebel (Dean): Welcome note Introduction of conference attendees	Session 4 Louise Hassan (The influence of GDA information on choice: The roles of temptation, conflict and self-control) Ross Gordon (The evidence for social marketing as a behaviour change approach) Edward Shiu (Teaching Social Marketing)
10:30 - 11:00	<i>Coffee Break</i>	<i>Coffee Break</i>
11:00 – 12:30	Session 2 Edward Shiu (Social marketing Campaigns Across Cultures – Does One Size Fit All?) Nicole Klinner (Perceived Customer Discrimination in Service Industries - An Analysis of Antecedents and Customer-Related Consequences) Yaromir Munoz Molina (Using Fear Appeals in Warning-labels to Promote Responsible Gambling among VLT players: a theoretical framework)	Session 5 Enda McGovern (A Task for Social Marketing: Developing a Carbon Footprint Measurement Scale of Value to the Consumer) Gianfranco Walsh (Individual-Level and Country-Level Antecedents of the Intention to Quit Smoking) Hennes Rahlenbeck (Social Marketing Campaign to decrease the male suicide rate in Germany)
12:30 – 14:00	<i>Lunch</i>	<i>Lunch</i>
14:00 – 15:30	Session 3 Nina Michaelidou (Determinants of Intentions towards Healthy Eating: Evidence from the Czech Republic and the UK) Patrick Hille (Why Identity Theft Matters to Social Marketers) N.N.	Plenary Session / Round Table (Session 6) Dr. Müller, Bundeszentrale für gesundheitliche Aufklärung (Aids prevention in Germany)
15:30 – 16:00	<i>Coffee Break</i>	<i>Coffee Break</i>
16:00 – 17:30	Wine Tasting at nearby Weinkeller Schwaab (www.weinkeller-schwaab.de/)	Session 7 N.N.
All sessions (incl. the plenary session on Thursday afternoon) will take place in Room A 308 (Building A, third floor)		
19:30		Conference Dinner (Location: TBA)