



The Office of Attorney General Martha Coakley
invites you to attend a

Social Norms Marketing Workshop

Wednesday, May 28, 2008
9:30 am – 3:00 pm

Best Western Royal Plaza
Marlboro, MA

Presenter: L. Suzanne Suggs, PH.D, CHES

Suzanne Suggs is an Assistant Professor at the Institute for Communication and Health, Faculty of Communication Sciences, University of Lugano, Switzerland and the President of Health XChange, a health and wellness consulting company based in the U.S., Canada, and Switzerland. Her work focuses on the use of communication technologies, new media, and messaging strategies (tailoring and targeting) to improve health status, health outcomes, and facilitate behavior and social change.

Suzanne will introduce the concept of social marketing and the rationale for using it. She will highlight methods of obtaining funding, finding inexpensive resources, creating partnership opportunities, and using innovative strategies. She will focus on examples of effective social marketing campaigns, including what works and what kind of outcomes can be achieved. The workshop will be presented in an interactive fashion that allows questions and dialog between the participants and the presenter.

RSVP by Friday, May 16, 2008

For more information please email Amane AbdelJaber at amane.abdeljaber@state.ma.us

Registration Form

Social Norms Marketing Workshop

Sponsored by:

The Office of Massachusetts Attorney General Martha Coakley

Presenter: L. Suzanne Suggs

**Best Western Royal Plaza
181 Boston Post Road West, Marlborough, MA 01752**

**Wednesday May 28, 2008
9:30 am – 3:00 pm**

Name

Title

Name of Your Organization

Street Address

City, State, Zip

Phone

Email

(Please be sure to provide an email address.)

Confirmation, room location and directions will be sent by email prior to the workshop.

Registration Fee

\$20 registration fee.

Please fill out a separate registration for each attendee.

The **5-hour training workshop** will include breakfast and lunch.

Please make checks payable to **Commonwealth of Mass. Attorney General's Office**

Please return form to:

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