

Training

Training

- [Influencing public behaviour](#)
 - [Insight and segmentation presentation](#)
 - [Planning and delivering a project to influence behaviour](#)
 - [Evaluation and ROI presentation](#)
 - [Commissioning social marketing](#)
 - [Evaluating success training](#)
 - [Social marketing projects](#)
 - [Introduction to social marketing](#)
-

The ChaMPs social marketing team is committed to sharing best practice in social marketing and has given many presentations and workshops. It has commissioned training courses covering key social marketing techniques and how to influence public behaviour with excellent delegate feedback. Please click on the links below to see the training materials.

"A really excellent package of sessions, highly relevant and useful"
"Very well organised, delivered and facilitated from beginning to end"
"Very interactive with time for discussion which really helped"

[Influencing Public Behaviour: An introduction - 2011](#)
[Insight and Segmentation Presentation - 2011](#)
[Planning and Delivering a project to influence behaviour June 2011](#)
[Evaluation and ROI Presentation June 2011](#)
[Commissioning Social Marketing - 2009](#)
[Evaluating Success Training - 2009](#)
[Getting Started: Scoping Social Marketing Projects - 2009](#)
[Practical Introduction to Social Marketing - 2009](#)