

**Managing and marketing public health messages**  
**Wednesday, 30<sup>th</sup> April**  
**Royal Institute of Public Health, 28 Portland Place, W1B 1DE**

**Programme:**

- 6.00      **Registration**
- 6.30      **Welcome**  
**Marshall Davies**, Chairman: Pharmacy Practice Research Trust
- 6.35      **Chairman's Introduction**  
**Professor Alan Maryon-Davis**  
Chairman: Royal Institute of Public Health and President, UK  
Faculty of Public Health
- 6.40      **What's *wrong* with them....? Thoughts on changing  
behaviour in a healthier direction**  
**Anne Murcott**  
Special Professor, Institute for Science & Society, University of  
Nottingham
- 7.00      **Language and persuasion in healthcare campaigns**  
**Richard Featherstone**  
Course Director, Chartered Institute of Marketing
- 7.20      **Achieving and sustaining positive behaviours – social  
marketing bringing renewed energy and drive to our efforts**  
**Clive Blair-Stevens**  
Director of Strategy and Operations, National Social Marketing  
Centre
- 7.40      **Panel Q & A Session**
- 7.55      **Summing up**  
Chairman
- 8.00      **Supper and Market Place**