# European Social Marketing Association 1st Conference

### **ESMA Open Meeting**

Tuesday, 27 November 14.45 – 15.45



## Why & When we started this?

L. Suzanne Suggs



# Lugano August 2009 http://www.marketingsociale.net/nl/57.htm



# European Social Marketing panel @Dublin April 2011





### 1<sup>st</sup> Meeting @London November 2010





### 1<sup>st</sup> year Activities: Overview

- London
- Set up Interim Coordinating Group (ICG)
- Set up task groups
- Admin center
- Link with ASMA and iSMA
- Find a name
- Hold a conference



## Lisbon, November 2012





### 1st Year Process & Achievements

Christiane Lellig



### **Aims & Tasks**

- Organisation's name
- Organisational & legal form
- Business model
- Marketing (offer, services, strategy, tools)
- Membership engagement
- Consistency & Quality Standards
- Knowledge sharing & 1st conference



European conference

Association's name

Organisational & legal form

Knowledge sharing



**Business** model

Consistency & quality standards

Communication & membership engagement



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### **Association's Name**

Chair: Christiane Lellig



### **Achievement**

Our name:

**European Social Marketing Association** 



#### **Process**

- needs & function assessment -> criteria
  - survey 2011
  - London 2011 meeting
- creative process
  - group sessions
  - short list of 3 favourite names
- name survey among network
  - decision based on survey result
- handover to TG Marketing -> Logo



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# Organisational & legal form

# Chairs: Clive Blair-Stevens Stuart Jackson / Christiane Lellig



### **Achievements**

- Comparison of options (RO, CH, UK)
  - Possibilities for profit / services
  - Costs (set-up / operating / tax status)
  - Language (lingua franca vs. translation)
  - Required nationality/residence status of board
  - General risks
- Decision: November 2012
  - Handover to TG Business Model: 2013



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### **Marketing**

# Chair: Johannes Parkkonen



### **Meetings**

- ➤ 32 people on TG mailing list
- First meeting in March (via Skype)
  - SurveyMonkey questionnaire
  - Discussion on key growth areas and target audiences for ESMA
- Second meeting in August
  - Discussion on potential research/surveys and key actions pre-Lisbon
- Sep-Nov two-weekly meetings until Lisbon
  - Focus on logo development and initial website & leaflet
- In addition, ongoing LinkedIn group



#### **Achievements**

- Logo
  - > TG developed criteria
  - Competition (99designs + a few participants from our networks) around 300 designs
  - > TG meeting 1st Nov. decided winning designer
  - 6 options put to TG poll
  - ICG decided between 2 highest scoring
- Website
  - Purchased URL
  - Developed using Weebly (set up by Administrative Centre)
  - TG developed site structure & volunteers wrote text
  - Final look/design by logo designer
- Leaflet
  - TG wrote text & drafted design
  - Final design from logo designer
  - Printed by Administrative Centre



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# Communication & membership engagement

Chairs:
lan Farrow
Suzanne Suggs



### Email subscribers: 646 (22.11.2012)

#### **Communication emails sent:**

- 1. 15.7.2011 ESMA Expression of interest (649)
- 2. 18-19.8.2011 Invitation to Survey about ESMA (725)
- 3. 14.10.2011 London meeting (save the date) (613)
- 4. 14.11.2011 Final London meeting email invitation (717)
- 5. 07.12.2011 Email post London (717)
- 6. 17.1.2012 Task groups reminder (721)
- 7. 06.3.2012 ESMA Updates email (674)
- 8. 27.4.2012 European consultation on social marketing principles (674)
- 9. 31.5.2012 Invitation to ESMA Conference (723)
- 10. 18.6.2012 Association's name poll (660)
- 11. 17.7.2012 ESMA Conference CfP reminder (659)
- 12. 14.9.2012 ESMA Conference programme (750)
- 13. 14.11.2012 ESMA key principles & definitions Survey (733)



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## **Consistency & Quality standards**

Chair: Jeff French



### **Update from the Standards Group**

Agreed Definition of Social Marketing project.

We have developed a plan for developing a consensus definition.

It consists of rounds of both qualitative an quantitative development.

We are currently running a survey to determine key principles of social marketing at:

http://quarzo.elearninglab.org/limesurvey/index.php?sid=45487&lang=en





### **Definitions Project**

- 1. We are running this exercise in collaboration with **iSMA**.
- 2. The next step wil be to analyse the results of the key principles survey and develop some draft process and outcome definitions for social marketing and then conduct a further round of consultation and vote.
- 3. Final round wil consist of recommendations to ESMA executive Board and iSMA executive board,
- 4. One recommendation will be for an updating exercise every five years





# **Next Standards and Quality Job**

 Develop a Code of Conduct for Social Marketing based on agreed principles of good practice, occupational standards, and other related ethical guidance in the field of social marketing.

 Do this as a joint exercise with other national, regional and international Social Marketing organisations if possible.

 Start Summer of 2013. Please volunteer to help with this task group.



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## **European Conference**

Chair: Jeff French



#### achievements

We are all here, today.

Thanks to everyone who has helped to make this happen!



### **Administrative Center**

Manuela Epure



# **Administrative Centre**

Spiru Haret University, Bucharest, Romania

#### **Central Research Institute**





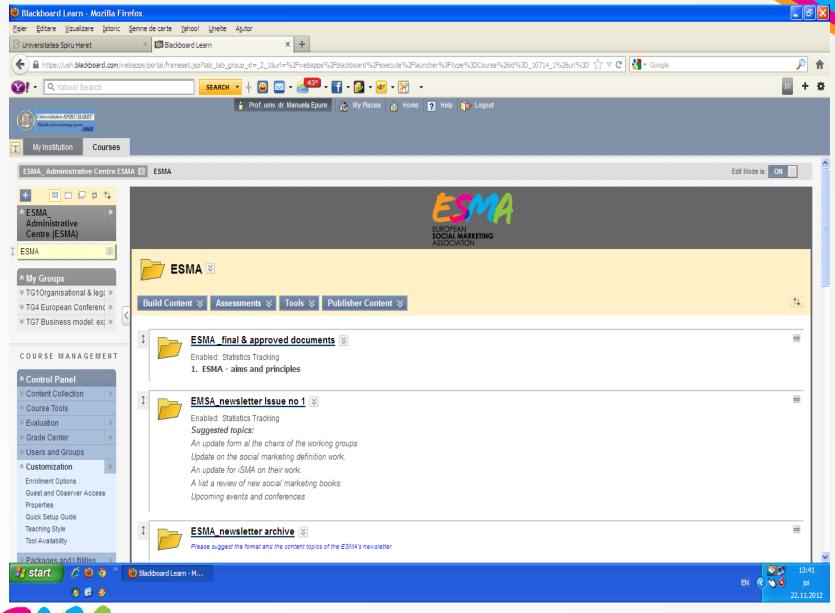
# ESMA\_AC – **ESMA** Administrative Center – year 2012

- Our contribution was:
  - 1. To create a virtual hub for working more efficient
  - 2. To attract volunteers and to organize their work
  - 3. To drawn the list of the relevant Marketing Associations across EU
  - 4. To support the TGs work ex. providing online tool for ESMA's website drafting
  - 5. To initiate relevant project proposals and to attract funding- ex. ROCHapacity still under evaluation
  - 6. To se up the first survey on Social Marketing Key principles and Definitions
  - 7. To print first ESMA leaflet to be used in Lisbon Conference



- The Bb ESMA-AC Hub was created by the Administrative Centre of ESMA.
- All the task group were established having their virtual space for sharing knowledge, discussions forum, collaborative work possibilities, etc.
- All the TG's members have received an email containing the login information.
- You may access the Bb ESMA-AC Hub at:
  - https://ush.blackboard.com/
- Example
- User: esma\_tg8\_first name.last name for task group 8 Marketing
- Password: 123456

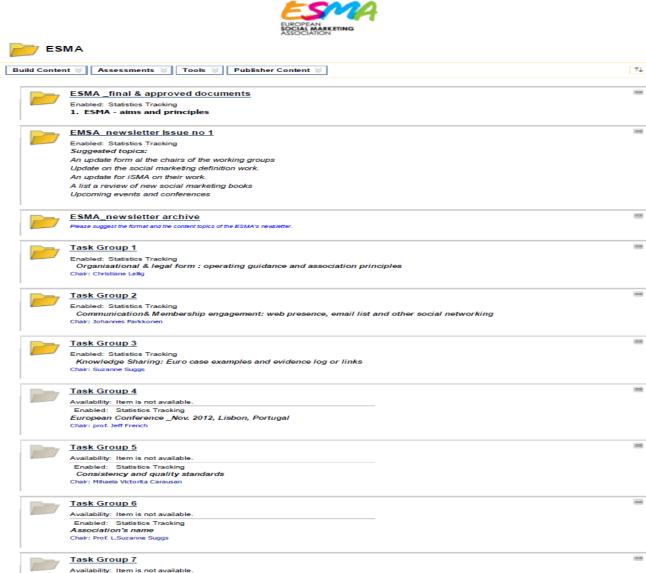






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Enabled: Statistics Tracking

Chair: Katie Collins

Business model: examining potential funding and grant applications

- ▶ A list of volunteers was established after a careful evaluation of their potential and their experience. The list with names and full contact details is available in the **Bb ESMA-AC Hub** at the **Volunteers Folder**
- The volunteers have worked on drafting a list of specific marketing association covering Europe. The list is available on Bb ESMA-AC Hub at the Volunteers Folder



- The ESMA Administrative Centre has suggested for ESMA's website the Weebly platform
- A drafted website is already in place at:

http://www.europeansocialmarketing.org/

You can register here to join ESMA:

http://www.europeansocialmarketing.org/how-to-join.html



- The AC\_ESMA was worked to set up the first online survey on Social Marketing Key principles & Definitions.
- The questionnaire was distributed online, 98 people were completed the survey, by the time we are doing the report.
- The first results will be posted on Bb ESMA-AC Hub, folder named TG1



First project proposal entitled Knowledge transfer and capacity building for doing social marketing in Romania (ROCHapacity) was submitted on 23th August 2012 at Romanian-Swiss Partnership grant scheme. Spiru Haret University, ESMA-AC (prof. Manuela Epure) in partnership with Universita dellla Swizzera italiana (USI) Lugano (Prof. L. Suzanne Suggs, Marco Bardus, PhD) and SIVECO Romania. (under evaluation process now)



For any questions, comments or suggestions, you can contact

#### **ESMA Admin Centre** at:

esma@spiruharet.ro

Join our team!



# Future: Where we stand today and future activities and recommendations

Jeff French



# Our Future and the next few steps





#### The Future Recommendations

- 1. Elections: for the ESMA Board to be held in June / July 2013
- 2. Proposals for elections published by April 2013
- 3. Interim co-coordinating group: Jeff, Christiane, Suzanne, Johannes, and Manuela to lead a transition group into elections and to stay and shadow the new executive until November 2013.
- 4. Legal Organisation to be established by Jan 2013 with bank account.
- 5. Continue with establishing administrative center in Rumania and make decision re longer term arrangement in the autumn of 2013.



## Ratify recommendation of 2<sup>nd</sup> year ICG

#### Year 1 (Nov. 2011 - 2012):

- Jeff French
- Christiane Lellig
- Clive Blair-Stevens
- Suzanne Suggs

#### Year 2 (Nov. 2012 - 2013):

- Manuela Epure
- Jeff French
- Christiane Lellig
- Johannes Parkkonen
- Suzanne Suggs



## Your views:

- 1. Feedback and questions
- 2. What do you want in terms of services and support?
- 3. Any other issues you want to bring forward?

#### Where to find us:

Web: www.europeansocialmarketing.org

Twitter: @europeansma

Email: esma@spiruharet.ro



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