**DUMPSTER SUMMIT**

**FALL 2020**

**Agenda Outline**

**DAY ONE: September 14, 8:30-Noon**

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| **TOPIC & STEPS IN PLAN** | **DESCRIPTION OF STEP IN PLAN** **THAT WILL BE DISCUSSED** | **TIMING** |
| **Welcome** | **Check in, Technology Talk, Warm UP** | **8:30-9:00** |
| **Introductions** | **Introductions, Purpose of Summit, Agenda for the Day****Confirm Teams** | **9:00-9:15** |
| **Intro to Social Marketing** | **Definition, Distinctions, Applications, Research Role** | **9:15-9:50** |
| **Step 1:** | **Plan Purpose & Focus & Sponsors** | **9:50-10:15** |
| **Step 2:** | **Strengths, Weaknesses, Opportunities, Threats (SWOT)****Learnings from Prior Similar Efforts****Q&A** | **10:15-10:40** |
| ***TEAM BREAKOUTS*** | **Teams Gather Based on Topics: (Ideally 4-6 on a Team)*****Quick Break*****Draft Purpose, Focus, SWOT** | **10:40-11:00** |
| **Step 3** | **Q&A and Priority Audience** | **11:00-11:30** |
| ***TEAM BREAKOUTS*** | **Draft Priority Audience** | **11:30-11:55** |
| **Q&A and ASSIGNMENT** | **Prepare to Confirm Priority Audience** | **11:55-Noon** |

**DAY TWO: September 15, 9am-Noon**

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| **Q&A and Agenda** | **Questions Regarding Priority Audience** | **9am-9:10** |
| **Step 4:** | **Desired Behavior & Goal****Q&A** | **9:10-9:45** |
| ***TEAM BREAKOUTS*** | **Discuss and Confirm Priority Audience****Draft Desired Behavior & Goal** | **9:45-10:15** |
| **Step 5:** | **Audience Insights: Barriers, Benefits, Motivators, Competition, Influential Others****Q&A** | **10:15-11:00** |
| ***TEAM BREAKOUTS*** | **Draft Audience Insights** | **11:00-11:45** |
| **Q&A and ASSIGNMENT** | **Audience Research & Agenda for Day Two** | **11:45-Noon** |

**BETWEEN SESSIONS COMPLETE 2 INTERVIEWS USING WORKSHEET:**

**Audience Research Regarding: Barriers, Benefits, Motivators, Competition, Influential Others**

**Day 3: Tuesday October 27, 8:30am-12:30pm**

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| **TOPIC** | **DESCRIPTION** | **TIMING** |
| **Q&A and Agenda** |  | **8:30-8:40** |
| ***TEAM BREAKOUTS*** | **Share findings from audience research****Make any changes to Plan Purpose, Focus, Audience, Behavior** | **8:40-9:10** |
| **Step 6** | **Positioning Statement****Q&A** | **9:10-9:30** |
| ***TEAM BREAKOUT*** | ***Quick Break*****Draft Positioning Statement** | **9:30-10:05** |
| **Step 7: Overview** | **Marketing Intervention Tools (4Ps) Overview****Q&A** | **10:05-10:10** |
| **Step 7: Product** | **Product****Q&A** | **10:10-10:40** |
| ***TEAM BREAKOUTS*** | **Draft Product** | **10:40-11:20** |
| **STEP 7: Price** | **Price****Q&A** | **11:20-11:40** |
| ***TEAM BREAKOUTS*** | **Draft Price** | **11:40-12:20** |
| **Q&A**  |  | **12:20-12:30** |

**Day 4: Thursday, October 29, 8:30am-12:30pm**

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| **Q&A and Agenda** |  | **8:30-8:40** |
| **Step 7: Place** | **Place****Q&A** | **8:40-9:00** |
| ***TEAM BREAKOUTS*** | **Draft Place****Q&A** | **9:00-9:30** |
| **Step 7: Promotion** | **Promotion:****Q&A** | **9:30-10:10** |
| ***TEAM BREAKOUTS*** | ***Quick Break*****Draft Promotion** | **10:10-10:45** |
| **Step 8:** | **Evaluation Plan****Q&A** | **10:45-11:00** |
| **Step 9:** | **Budget****Q&A** | **11:00-11:15** |
| **Step 10:** | **Implementation Plan****Q&A** | **11:15-11:30** |
| ***TEAM BREAKOUTS*** | **Draft Evaluation, Budget, Implementation Plan** | **11:30-12:15** |
| **Summary & Q&A** |  | **12:15-12:30** |