



GLOBAL HEALTH CONFERENCE ON SOCIAL MARKETING AND FRANCHISING

3rd- 5th December 2013

Le Meridian, Kochi- Kerala, India

AGENDA WEBPAGE

2nd December 2013: Pre-Conference Day

- On the spot Registration
- Pre Conference Consultation
- Press Conference
- Networking Dinner

3rd December 2013: Day I

- Inaugural Session
- Address by Chief Guest
- Book Release- “Social marketing in India” authored by Ms. Nancy Lee & Sameer Deshpande
- Global perspective on Social Marketing by Phil Harvey
- Plenary 1: SM & SF with regard to Reproductive Health
- Plenary 2: SM & SF beyond Reproductive Health
- Welcome Dinner

4th December 2013: Day II

- Plenary 3: Models or innovations on Market based Health solutions for BOP
- 4 Satellite Sessions
 - Developing Quality Standards and use of Metrics/ M & E for SM/SF Models/ Ensuring and determining quality standards
 - Achieving Equity and Access through SM/SF models, demand side Financing & Behavior Change for demand generation
 - FP2020
 - Health Care Financing
- Cultural Night and Dinner
- Market Place and exhibition
- Social Pitch Presentations

5th December 2013: Day III

- Plenary 4: Government model on Universal Coverage in Primary Health Care
- Valedictory Session
- Release of Special Report and Recommendations