



SOCAP invites you to a Workshop

Michael Edwardson presents

**Trust: A Consumer Emotion
Perspective**

*Adelaide, Brisbane, Canberra, Melbourne, Sydney
May 2002*

The Sweeney research undertaken by SOCAP in 2001 tells us that 83% of those who participated agreed that there is an opportunity for SOCAP to provide more data on the psychology of what drives consumers today.

Michael Edwardson has developed a workshop specifically for SOCAP members with a key objective of presenting the main elements of trust, as a consumer emotion within a contemporary services marketing context. The goal is to raise the awareness of the emotional aspects of trust, but more importantly to connect this awareness to strategies within participant's own organisations. This workshop will benefit a range of Consumer Affairs Professionals including those working in operational roles, such as customer service or marketing, or those setting policy.

Michael Edwardson is a lecturer in the School of Marketing at the University of New South Wales where he lectures in Consumer Psychology, Services Marketing and Organisational Behaviour in Services. He is Course Director of the Graduate Certificate in Media Sales (School of Marketing), and is an Honorary Associate of the Masters of Psychology (org) program in the School of Psychology at UNSW. In 2001 his research into consumer emotion was cited in three articles in the Financial Review's Boss magazine, and in the Business Review Weekly. Over the past four years he has appeared in over 25 articles and radio interviews and has published 30 articles, book chapters and conference papers on consumer emotion and consumer psychology. Michael is also Principal Psychologist and Managing Director of Psychologica, a Corporate and Consumer Psychology consultancy based in Sydney.

Please join Michael and your SOCAP colleagues in your capital city:

Adelaide	May 15	AMP Tower, 1 King William Street
Brisbane	May 21	The Sebel Suites, Cnr of Albert & Charlotte Streets
Canberra	May 22	University House Hotel, 1 Balmain Street
Melbourne	May 17	The Grand Hyatt, 123 Collins Street
Sydney	May 14	The Renaissance Hotel, 30 Pitt Street

Forthcoming events will focus on particular strategies and issues aimed at providing insight for managers and skills for the front line. Please check the web site for the most current information regarding forthcoming events <http://www.socap.org.au/events.htm#forth> or call Chris Walton on 03 9650 6005.

Your investment:

Members \$225, special rate of \$200 for additional delegates from same organization

Non members \$265, special rate of \$240 for additional delegates from same organization

Registration from 8:30am

Book now by completing the fax back registration form

Fax-Back Registration

Trust: A Consumer emotion perspective

TAX INVOICE

ABN 20 058 477 017

Name of First Person Attending : _____

Title in Organisation _____

Organisation Name _____ SOCAP Member Yes No

Mailing Address _____

Post Code _____ Phone _____ Fax _____

Email address _____

Names of Additional persons attending: _____

Special Dietary Requirements:

As a non-member do you wish to receive e-mail of future SOCAP events?

Interested in joining SOCAP?

Workshop Time Table

8:30am	Registration
9:00am	Workshop commences
10:30am	Morning tea
10:45am	Workshop continues
12pm	Workshop finishes
12pm	Light lunch

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Members. First registration is \$225. Additional registrations for just \$200.

Non Members. First registration is \$265. Additional registrations for just \$240.

Costs: all prices quoted include GST

Total amount being paid \$ _____

by cheque, mailed to SOCAP, 5th Floor, 167-171 Collins St, Melbourne VIC 3000

or is being paid by Visa BankCard MasterCard Amex Diners Club

Card Number: _____ Expiry Date ____ / ____

Cardholder's Name: (Please print) _____ Signature: _____

Fax back to : Chris Walton @ SOCAP on (03) 9650-6630