

# Webinar 2: What's next?

- Will zero in on innovative efforts to increase VMMC demand creation:
  - Detail an integrated approach leveraging market research techniques: journey mapping, behavioral economics and segmentation
  - Describe process of transforming research into practice using human centered design approaches
  - Featured approaches have shown promising initial results, including documented increases in VMMC uptake

**Wednesday, 12 July 2017**

8:00-9:30 am EST / 2:00-3:30 pm CAT / 3:00-4:30 pm EAT

<https://connect.johnshopkins.edu/whatsnext/>

# Workshop

- Builds on the approaches featured in Webinar 2
- Small workshop to build skills in effective, innovative demand creation strategies, disseminate tools to enable implementation of these strategies, and capacitate implementers on their use
- Participants will also discuss country-specific needs and brainstorm near- and long-term demand creation solutions they can bring back to their in-country colleagues

**12-14 September 2017**

Johannesburg, South Africa

*Invitations forthcoming*