

## Effectiveness Of Behaviour Change Communication Bcc

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### Effectiveness Of Behaviour Change Communication

Local government's successful use of data and insight to tackle vaccine hesitancy shows how comms will be become more sophisticated and targeted, writes ...

### Simon Jones: Covid response shows us the future of council communications

Smith, senior account manager at Hill+Knowlton Strategies As I reflect on the last 12 months, it goes without saying that this has been an extraordinary time for healthcare ...

### Where does healthcare communication go from here? By Hill+Knowlton Strategies' Emily Cope-Smith

As digital and technological development slip into sixth gear, the changes they bring are compelling companies in every sector to adapt. Evolving consumer attitudes and behaviours, the influence of ...

### Customer Experience (CX): The Wheels of Change are Turning

There's no denying that the pandemic has changed consumer behaviour worldwide, forcing the whole creative industry to find new ways to adapt to a new normal...What was perfectly reasonable and ...

### How a pandemic changes brand perceptions

A new study that examined thousands of tweets from Canadian public health agencies and officials during the first few months of the COVID-19 pandemic suggests many struggled to tailor messaging to ...

### Public health tweets struggled to reflect local realities at start of pandemic: study

May, edie brings its readers Engagement Week 2021, a series of podcasts, blogs, live events and interviews all focused on helping sustainability professionals achieve excellence when it comes to ...

### Engagement Week 2021: edie kicks off bumper week of sustainability reporting and communications content

The way consumers interact with financial institutions, as with many of the components of their daily lives, is constantly evolving ...

### The rise of the hybrid consumer in banking (and why it matters)

Experts designed a brain implant to control the minds of mice. Using a simple beam of light, they forced social bonds between the animals by targeting neurons that facilitate relationships.

### Brain implants force mice to make friends: Scientists trigger social response in rodents by using a beam of light to activate neurons

Today's 'day in the life' features David Watkins, the co-founder and COO of e-bike subscription platform, DASH Rides. We speak with David about his day-to-day working life during the pandemic.

### A day in the life of... David Watkins, co-founder of e-bike subscription platform DASH Rides

Hubbis hosted a fascinating discussion on how the wealth management industry in Asia can or perhaps should adapt its products, services and indeed mindset to cater to the needs and expectations of the ...

### Asia's Wealth Management Industry: Adapting to the Needs and Expectations of Nextgen Client

China's ruling Communist Party has opened a new front in its long, ambitious war to shape global public opinion: Western social media. Liu Xiaoming, who recently stepped down as China's ambassador to ...

### Army of fake fans boosts China's messaging on Twitter

HIFIBIO Therapeutics, a multinational biotechnology company with unique expertise in immune modulation and single-cell science, today announced a publication in Nature Communications with its ...

### HIFIBIO Therapeutics Announces Publication in Nature Communications on its SARS-CoV-2 Neutralizing Monoclonal Antibody

Lack of trust in big parties and the dominance in everyone's lives of the pandemic have led to a previously unseen apathy in the lead-up to the parliamentary election With around 20 days before the ...

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