

SAVE THE DATE

August 20, 2026 - Pine Bluff

Influence in Action: Practical Strategies to Improve Youth Engagement and Outcomes

01

Understanding Behavior and Decision Making

Explore how environments, peer dynamics, and perceived rewards influence behavior, and why awareness is often insufficient to drive change.

02

The Role of Perception, Communication, and Identity

Outline plans for market research, target audience identification, marketing channels, and competitive positioning.

03

Reinforcement, Environment, and Behavior Patterns

Gain insight into how behaviors are formed and sustained over time, including the role of reinforcement, repetition, and environmental influence.

04

Application and Strategy Development

Translate key concepts into practical strategies they can apply immediately within their roles and settings to improve engagement and influence behavior.