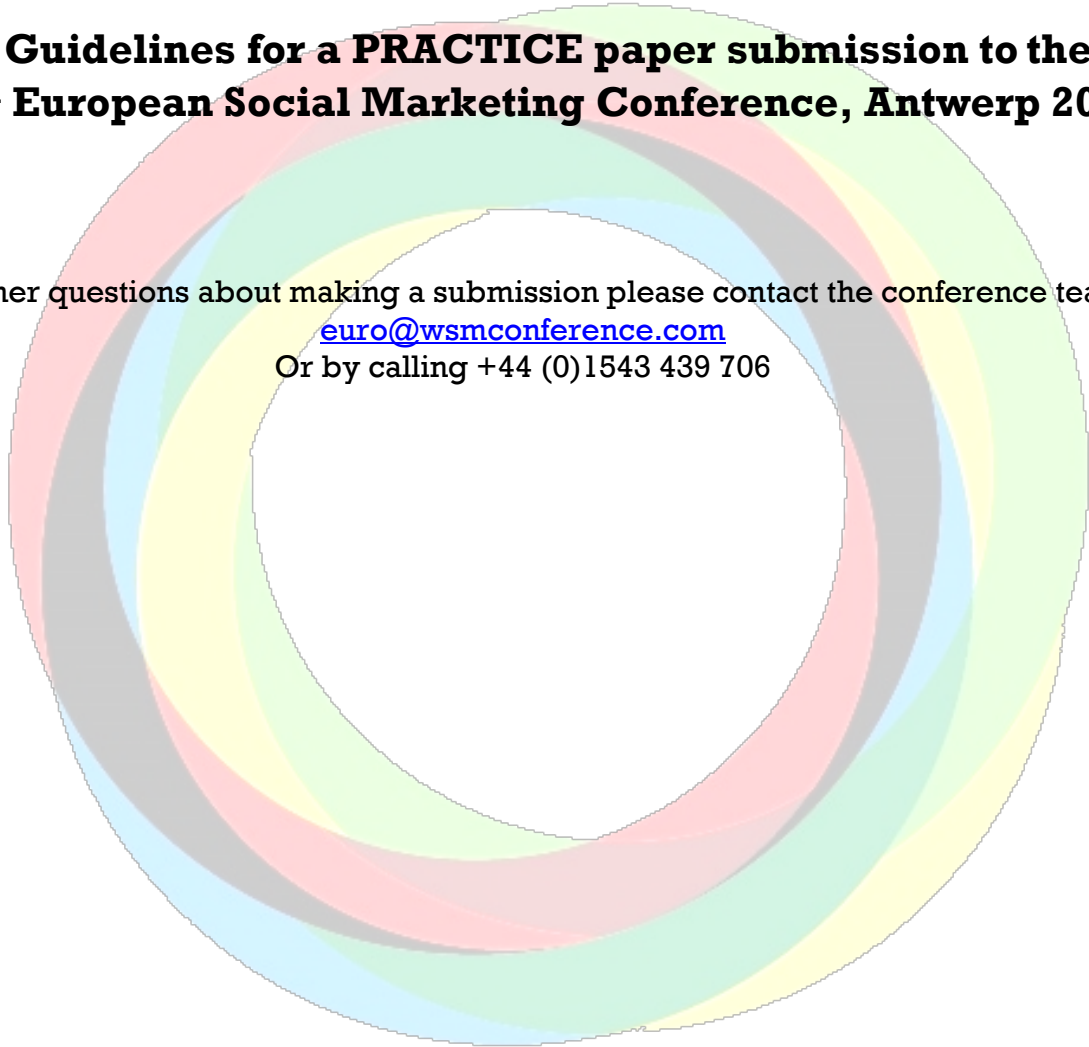# PRACTICE

Guidelines for a PRACTICE paper submission to the
4th European Social Marketing Conference, Antwerp 2018

For further questions about making a submission please contact the conference team at
euro@wsmconference.com
Or by calling +44 (0)1543 439 706

The European Social Marketing Association and our partners invite submissions to be considered for presentation at the European Social Marketing Conference 2018.

Thank you for taking the time to download this guidance document. We hope it helps you make the most of your submission to the 4th European Social Marketing Conference. The following document will give you clear overview of who should make a practice submission, a more detailed overview of the conference tracks and themes and a run-through of things to consider when completing your submission template.

Should I make a practice paper submission?

This stream of submissions for the European Conference is intended for practice (non-academic) papers and case study reports. Research papers should be submitted using the Research / Student Submission template and guidance.

These papers should be focused on Social Marketing strategy, projects, campaigns, interventions, policy, systems design and or products; however, they may also be focused on the development of new concepts, ideas or theories related to Social Marketing. The area of application that these sessions focus on may be large in scale such as national or international interventions or smaller local, pilot or developmental projects concerning smaller or more targeted groups.

Guidance for practice paper submissions – EasyChair portal

When you submit your practice submission via the EasyChair portal please:
1) Indicate which of the eleven conference tracks your practice paper is submitted under (see below)
2) Complete all requested information about submitting authors
3) Enter your submission title and abstract from the submission form into EasyChair
4) Select "Practice submission" in the Submission type category area
5) Upload your completed practice submission template to EasyChair (see below for instructions)
6) Optional: upload video assets (if supporting video assets are available these can be uploaded as .MPG or .AVI files no larger than 50MB)

The first five steps are mandatory for the submission of a practice paper. Incomplete submissions will not be considered.

Conference Tracks in Detail

Track	Descriptor
1. New theories and methods being used in social marketing	New theory approaches, techniques and technologies and how they are being applied in social marketing.
2. Upstream social marketing, policy and stakeholder engagement	Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.
3. Health and well-being	Delivering programmes to reduce communicable and chronic disease and promote mental and physical health.
4. Environment, ecology and sustainability	Influencing the behaviour of citizens, governments and corporations to promote sustainability, the protection and preservation of species and prevent climate change.
5. Social Impact investing	How social impact investing, ROI and VFM can be approached and applied in social marketing.
6. Scaling up and sustaining projects	Examples of how projects and pilots can be or have been scaled up to achieve population impact.
7. Contribution of the arts to social marketing delivery	How all forms of art can be used in research piloting implementation and evaluation of social marketing interventions.
8. Promoting the application of social marketing	How social marketing can be promoted to policy makers, planners, professionals and citizens. Theory and practice examples.
9. The implementation challenge, solving problems and overcoming barriers	Interactive problem-solving sessions focused on real developing projects and analysing current health, social, environmental and other forms of social policy challenges.
10. Outcome focused planning, delivery and evaluation of action	How and why social programmes should be and can be set up in such a way that they have clear and measurable social, health, wellbeing or environmental benefits.
11. Migration, integration and community cohesion	How can social marketing theory and practice be used to ensure that economic migrants, asylum seekers and local populations are encouraged to act in way that promotes both individual, social wellbeing and integration.

Submission format

The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS the title page and two pages of references. Submissions must fall within the page limit highlighted on each submission template.

- A4 size page formatting
- 2.5cm margins on all sides
- Text should be single-spaced
- Times New Roman 12-point font
- Title should be no more than 12 words in length
- Abstract should be no more than 500 words.
- Major headings should be centered and in bold type, and the first letter of each major word should be capitalized; a single blank line should precede and follow each major heading.
- Sub-headings should be in bold type face, left justified, with the first letter of each major word capitalized; and a single blank line should precede each sub-heading.
- No lower-level headings should be used (i.e., just major headings and sub-headings).

Abstract

Please briefly summarise the practice paper you would like to present, including the findings/conclusions, max 500 words.

The abstract needs to be entered into the EasyChair submission form.

Citations and References

If you wish to include references please follow the referencing conventions as used by the [Journal of Social Marketing](#).

Citations within the text
- All citations should include author names and year of publication; where possible they should be followed by a punctuation mark. [for example "Mary had a little lamb (Fox and Brown, 2012); its fleece was white as snow (French and Wise, 2014).]
- For three or more authors, use the first author's name followed by "et al." (in italics).
- A series of citations should be listed in alphabetical order and separated by semicolons. [for example (Fox and Brown, 2012; French and Wise, 2014).]

References

For books
Surname, Initials (year), *Title of Book*, Publisher, Place of publication.
e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.

For book chapters
Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages.
e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.

For journals
Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages.
e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.

For published conference proceedings
Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers.
e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.

For unpublished conference proceedings
Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date).
e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf (accessed 20 February 2007).

For working papers
Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.
e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March. - See more at:
http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=jsocm#sthash.ivIQOsKs.dpuf

Appendix

You may use the 2 page appendix limit to provide images, tables or other additional information about your submission.

Papers will be also judged based on these criteria. Submissions who do not adhere to these guidelines will not be considered.

What to consider when completing your submission template.

Papers will be judged on the basis of their fit with the following criteria against each section on the submission template for practice submissions.

Aim and objectives of the project/paper

The aim and objectives of your submission include bringing about social value and improvement and or the reduction of social problems through a reciprocal exchange of resources or assets at the individual, community, societal or global level.
Social policy, strategy, understanding ideas, products, services and experiences are developed that will enable and assist citizens/customers to derive social benefits individually and collectively.

Key Social Marketing Principle: *Social Value Creation through the Exchange of Social Offerings (Ideas, products, service, experiences)*

Behavioural objectives and target group(s) of the project/paper

Behavioural analysis is undertaken to gather details of what are influencing behavioural patterns and trends. Interventions are developed that seek to influence specific behaviours and clusters of related behaviours. Specific actionable and measurable SMART behavioural objectives and indicators are

established. A broad range of behavioural theory is used to analyse implement and evaluate interventions.

Core Social Marketing Concept: *Behavioural influence*

Evidence of citizen/customer orientation

Policy planning, delivery and evaluation are focused on building understanding and interventions around citizen / customer beliefs, attitudes behaviours, needs and wants. A range of different research analysis, combining qualitative and quantitative data gathering is used and synthesised to plan deliver and review interventions.

Core Social Marketing Concept: *Citizen/Customer focus*

The Social Offering

Citizens/customers are offered products, ideas, understanding, services, experiences, systems and environments that provide value and advantage. In most cases such social offerings are positive in nature. For example, they provide protection or the promise of better health. However, these social offerings can also involve the imposition of restrictions on freedom such as speed limits on motor ways that have collective support.

Core Social Marketing Concept: *Social Offerings (Idea, product, service experience)*

Engagement and Exchange

The establishment of collective responsibility and the collective right to wellbeing is developed through a process of engagement and exchange. Citizens are engaged in the selection of priorities, and the development design, implementation and evaluation of interventions.

Core Social Marketing Concept: *Relationship building & details of engagement and exchange including communication.*

Competition Analysis & Action

Internal and external competition is assessed alongside strategies that are developed to reduce the impact of negative competition on the target behaviour. For example, internal psychological factors, pleasure, desire, risk taking, genetics, addiction etc. As well as external competition e.g. economic, social, cultural and environmental influences.

Social Marketing Techniques: *Details of competition analysis and actions.*

Segmentation and Insight

The aim is to develop 'actionable insights' and hypothesis about how to help citizens/customers that are drawn from what they know feel believe and do and the environmental circumstances that influence them. Segmentation using demographic, observational data and psycho-graphic data is used to identify groups that are similar and can be influenced in common ways. Segmentation leads to the development

of interventions directly tailored to specific audience needs, values and circumstances.

Social Marketing Techniques: *Details of how target audience insight was used to shape the intervention strategy.*

Integrated Intervention Mix

Interventions should be driven by citizen/customer insight data, segmentation analysis, competition analysis and feasibility analysis with an effective mix of 'Type's' and 'Forms' of interventions which are selected and coordinated to produce an effective and efficient programme to influencing target group behaviours.

Social Marketing Techniques: *Details of intervention mix used.*

Co-creation through Social Markets

Citizens, stakeholders and other civic and commercial institutions are engaged in the selection, development testing delivery and evaluation of interventions. Strategies are developed to maximise the contribution of partner and stakeholder coalitions in achieving targeted behaviours.

Social Marketing Techniques: *Details of how stakeholders, partners and citizens/customers were engaged in the co-creation delivery and evaluation of the intervention.*

Systematic Planning

Interventions use proven strategy and planning theory and models to construct robust intervention plans that include formative research pretesting, monitoring evaluation and the implementation of learning strategies.

Social Marketing Techniques: *Evidence of systematic planning and evaluation, size and scope of the intervention.*

Evaluation

Overall assessment of the intervention's impact in terms of influence on targeted social behaviours. Evaluation of effectiveness in terms of achievement of programme objectives, but also in terms of efficiency ROI, VFM and adherence to agreed quality and ethical standards.

Social Marketing Techniques: *Results and learning re the need for future action and or research.*