

## **WORKSHOP**

### **Guidelines for workshop session submissions to the 4<sup>th</sup> European Social Marketing Conference, Antwerp 2018**

For further questions about making a submission please contact the conference team at

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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 4<sup>th</sup> European Social Marketing Conference. The following document will give you clear overview of who should make a workshop session 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 workshop session submission?**

This stream of workshops sessions for the European Conference is intended to provide content within the programme where delegates can engage in participatory sessions where they will take away a clear learning, insight or better understanding of a particular social marketing technique, skill or other tangible learning.

These submissions should be focused on Social Marketing strategy, projects, campaigns, interventions, policy, systems design and or product development; however, they may also be focused on the development or understanding 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 workshop submissions – EasyChair portal**

When you submit your workshop via the EasyChair portal please :

- 1) Indicate which of the eleven conference tracks your workshop is submitted under (see below)
- 2) Complete all requested information about submitting authors
- 3) Enter your session title and abstract from the submission form into EasyChair
- 4) Select “workshop proposal” in the Submission type category area
- 5) Upload your completed workshop 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).

## 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 workshop submissions.

## Abstract

Please briefly summaries the submission, including the findings/conclusions, max 500 words. Please also ensure that this abstract is entered into the EasyChair submission form.

## Aims and objectives

Give a brief overview of what you intend to cover in the session. Include a clear outline of what those attending the session will learn, the subject in focus and its relevance to Social Marketing. Also make clear who will benefit most from attending this session. i.e. is it most useful for policy professionals, those conducting evaluation or those currently running social marketing programmes.

## Focus of the session

Include detailed overview of the topics, issues, target groups, behavioural objectives, theories or learnings the session will focus on.

Ensure the topic focus has clear relevance to Social Marketing, it's understanding or application.

If this session aims to help attendees improve a particular skill or practical element of a Social Marketing such as objective setting, project management, evaluation, stakeholder engagement or use of digital platforms also make this clear and provide as much detail as possible.

## Method/approach of the session

Include as much detail as you can about how the session will be organised and delivered. Reviewers will be looking for clear details and explanations of the participative elements of the session.

Provide a detailed timing plan to show how you would use a 45 minute session, itemising each topic covered, interactive activities and presenting time.

Give a clear descriptions of the interactive / participatory elements within the session and how these relate to the focus of the session and/or relevant Social Marketing theories and principles.