**WORSHOP SESSION SUBMISSION**

**The red type are instructions and should be removed after completion**

**Conference Track**

Number and name of conference track to which the workshop is being submitted

**Title**

First letter of each major word should be capitalized

Maximum 12 words

**Abstract**

Summarise the submission, including a brief comment on the proposed form of delivery and what attendees will learn.

**Please ensure this abstract is also entered into the EasyChair submission form**

Maximum 500 words

**Other notes or comments for consideration**

Maximum 200 words

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).

**Title**

**Aims and objectives**

Set out what you will cover in the session. Include a clear outline of what those attending the session will learn, the subject and its relevance to social marketing.

Also make clear who this session is aimed at and who will get most value from attending.

**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, its understanding or application.

**Method / approach of the session**

Include clear details of how the session will be organised and delivered including details of any participative elements.

**Appendix**

Additional 2 pages maximum. Include any graphical or other supporting assets which will further explain the session you are proposing.