Poster submission: Template Submission Guidance Notes

The guidance document will give you an overview of who should make a poster submission, a more detailed overview of the conference themes and tracks and run-through of things to consider when making your submission.

Poster submissions for the conference are for academic and non-academic case study reports, campaigns and other work which is intended for display at the event in poster format. Posters will be displayed within the main refreshment and networking areas at the event.

Posters should be focused on Social Marketing research, 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 may be large in scale such as national or international interventions or smaller local, pilot, developmental projects concerning smaller or more targeted groups.

1. First please create an EasyChair account for your submission. Note that all author names and contact details will be gathered in EasyChair and should not be included in your submission document to allow for blind reviewing.

2. Please select the 'Poster' submission type within the first stage of your EasyChair submission.

3. Indicate which of the 12 conference tracks your poster is submitted under (see below).

4. Complete all requested information about submitting authors.

5. Enter your poster title and an abstract (brief summary of your project) into EasyChair

6. Upload your poster submission template to EasyChair (see below for instructions) so reviewers have a sense of what information your poster will cover. Note that final designed posters do not need to be submitted for review only the completed submission template. However you may also upload a graphic version of your poster as a supporting asset if you wish.

7. Optional: upload video and other assets in support of your poster (If supporting video assets are available these can be uploaded as .MPG or .AVI files no larger than 50MB)

Your poster should be printed with a font size that is easy to read e.g. no smaller than 18 point.

If your poster is selected for display then you will be asked to bring a high-quality printed version of your poster with you, the conference organisers are not able to print posters on behalf of authors

Poster submission	
Your poster should include as a minimum:	
Poster title	Please give a title that will help delegates understand the focus of the work described.
Conference track most relevant to the poster	Please indicate which of the 12 conferences track the poster best fits with.
Aims and objectives	Set out the aims and objectives of the programme or research.
Target group / focus	Indicate the group or groups of people who are the focus of the work.
Project / Research focus	Indicate the issue being investigated and or the focus of the intervention.
Method / approach	Set out in short form the methods used.
Relevant data and graphics	Graphics a picture to illustrate the work and findings
Findings / evaluation	Summary of Key findings
Conclusions and recommendations	Summary of key conclusions
Links for further information	Include links to more information and advice re the programme.

Conference Track	Description / Focus
1. Promoting global health and reducing the global impact of disease through behavioural influence	*Non-communicable and communicable disease research, implementation and evaluation. Action at policy, strategy and operational programme delivery levels in both developed and developing world settings.*
2. Critical Social Marketing	*Critical social marketing examines the impact of commercial marketing and business on society and/or critically analyzes social marketing theories, concepts, discourses, and practice, to generate critique, conflict, and change that facilitates social good. This track encourages submissions that engage with critical theory and critical approaches to examining the impact of commercial marketing and institutions on society (e.g.alcohol/tobacco/food/neoliberalism); and encourages work advancing critical debate and reflexivity in social marketing such as critiques of current social marketing principles and practice.*
3. Mental health and wellbeing	*Research and interventions aimed at promoting positive mental health, dealing with mental illness, stigmatisation, community well-being promotion, social capital development and community resilience and tolerance.*
4. Reducing crime, promoting safety, security and social cohesion	*Action on understanding and combating crime and other forms of anti-social behaviour. Safety promotion and accident prevention, safer communities and social cohesion. National security, anti-radicalisation.*
5. Promoting, equality and reducing inequality	*Including gender, race, disability, sexual orientation equity. Reducing poverty, action on promoting community empowerment, community and rural development.*
6. Promoting and safeguarding financial literacy and wellbeing	*Promotion of financial literacy access to affordable credit and banking, poverty reduction anti loan-sharking, personal saving promotions. And finical planning.*
7. Global climate change, environment protection, overconsumption and sustainability	*Prevention and problem-solving research and programme implementation, sustainable consumption, farming fishing. Environmental safeguarding, species protection and ecological campaigning. Links between environment, consumption, consumer behaviour and health.*
8. Reducing the impact of addiction including substance, misuse alcohol, tobacco and gambling	*Prevention, treatment detection and harm reduction programmes. Research and evaluations across sectors, regions cultures and level of economic development.*
9. Interdisciplinary and cross sector action to influence behaviour for social good	*Cross disciplinary, cross sector partnerships and coalitions. Strategies to reduce social problems and promote sustainable intervention programmes. Partnership management, stakeholder engagement and evaluation. Skills integration.*
10. Advancing theory, research in social marketing and behavioural influence	*Innovative, new theoretical thinking/ research methods and approaches in social marketing theory. Looking at why social marketing sometimes fails. Learning from other sectors and disciplines.*
11. Using systems thinking to solve complex societal problems and influence social policy	*Systems approaches to theory and research focused on systems analysis and developing systemic critical response to complex social challenges. Policy integration and upstream social marketing. Transformative services delivery, midstream social marketing social marketing management and planning.*
12. Digital and technological impact on social behaviour. Programme implementation and government policy	*Impact of new technology on human behaviour and influence. The use of technology, social media, and other forms of digital/ online community action. Technology applied to problem solving and collective action to address social issues.*
13. Using citizen focused design thinking, participative design, actor engagement and co-creation	*Citizen insight and engagement in the deployment, implementation and evaluation of social marketing interventions. The use of design thinking, co-creation and prototyping in social marketing. Cross cultural issues. Individual, group, community, and/or organisational wellbeing. Non-mainstream communities and under-developed, developing, and non-first world societies intervention programmes and research.*