



Conceptual / experimental / theoretical / discussion sessions: Template Submission Guidance Notes

These notes are to help you complete the Conceptual / experimental / theoretical / discussion session template that is available from the conference website. The aim of the Conceptual / experimental / theoretical / discussion sessions at conference is to give people who wish to share preliminary results, develop thinking, share ideas and get input or explore non project related aspects and approaches to social marketing. All applications will be peer reviewed and applicants may be asked to provide additional information about the proposed session if the original application is not clear.

1. First please create an EasyChair account for your submission (or use your existing account). 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 'Conceptual / experimental / theoretical / discussion' submission type.
3. Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair submission portal. The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS two pages of references if required.
4. Supporting assets may also be uploaded with your submission if desired such as video or poster content.
5. Further notes against the submission template are presented below.

Conceptual / experimental / theoretical / discussion	Notes to aid completion of the template
<i>Conference Track</i>	Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.
<i>Abstract</i>	Include a brief abstract outlining the concept you wish to explore, focus, methods and any intended findings or outcomes of the session.
<i>Title of the session</i>	Please include an explanatory title that will aid delegates in their selection of sessions to attend.
<i>Aim of the session</i>	Set out what you aim to cover and or achieve in the session.
<i>Focus of the session</i>	Include details of the topic, issue, target group and or setting including country setting if applicable.

Conference Track	Description / Focus
1. Promoting global health and reducing the global impact of disease through behavioural influence	<i>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.</i>
2. Critical Social Marketing	<i>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.</i>
3. Mental health and wellbeing	<i>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.</i>
4. Reducing crime, promoting safety, security and social cohesion	<i>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.</i>
5. Promoting, equality and reducing inequality	<i>Including gender, race, disability, sexual orientation equity. Reducing poverty, action on promoting community empowerment, community and rural development.</i>
6. Promoting and safeguarding financial literacy and wellbeing	<i>Promotion of financial literacy access to affordable credit and banking, poverty reduction anti loan-sharking, personal saving promotions. And financial planning.</i>
7. Global climate change, environment protection, overconsumption and sustainability	<i>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.</i>
8. Reducing the impact of addiction including substance, misuse alcohol, tobacco and gambling	<i>Prevention, treatment detection and harm reduction programmes. Research and evaluations across sectors, regions cultures and level of economic development.</i>
9. Interdisciplinary and cross sector action to influence behaviour for social good	<i>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.</i>
10. Advancing theory, research in social marketing and behavioural influence	<i>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.</i>
11. Using systems thinking to solve complex societal problems and influence social policy	<i>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.</i>
12. Digital and technological impact on social behaviour. Programme implementation and government policy	<i>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.</i>
13. Using citizen focused design thinking, participative design, actor engagement and co-creation	<i>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.</i>