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 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 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 : Template Guidance	
Poster title	*Please give a title that will help delegates understand the focus of the work described.*
Conference theme	*Please indicate here which of the four conference themes your submission relates to. Please see the list of conference themes below.*
Conference track	*Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.*
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.*

Descriptions of Tracks and Themes

Conference Theme	Description
1. People & wellbeing	*Submissions that focus on behaviours related to improving the wellbeing of individuals, including submissions related to personal and public physical and mental health; financial literacy; equality and social cohesion etc.*
2. Systems and policy	*Submissions that look upstream and take a systems approach to research the issues and develop solutions.*
3. Environment & sustainability	*Submissions that look at human behaviour in relation to sustainability, and the impacts on the environment. This includes submissions related to climate change and conservation.*
4. Future direction	*Submissions that look at the future direction of the discipline of social marketing, including theory and critical social marketing. This includes submissions that examine new theoretical approaches, ethics and unintended consequences of social marketing campaigns.*

Conference Track	Description
1. Health and wellbeing of people	*Research and programmes focused on the health and wellbeing of people and communities.*
2. Planetary health: Environment and sustainability	*Research and programmes focused on environmental issues and environmental sustainability*
3. Implementation challenges	*Challenges in implementation and suggestions to overcome them.*
4. Migration, integration and community cohesion	*Sessions/presentations focused on the global refugee crisis and migration including integration, resilience, and cohesion among communities. Policy papers also welcome.*
5. Theories and methods	*New theories, approaches, fields of application and techniques being tested and applied in social marketing including ethical considerations.*
6. 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.*
7. Promoting the uptake, mandate and application of social marketing	*How social marketing is and can be promoted to policy makers, planners, professionals and individuals.*
8. Critical marketing	*Research and programmes focused on the negative impacts of commercial marketing and action to reduce its influence.*
9. Equity	*Research, programmes and interventions focused on addressing equity, poverty, vulnerability, and cultural issues.*
10. Food & the environment	*The intersection of food and the environment, with emphasis on research and programmes related to health, community, culture, environment, sustainability and food security.*
11. COVID-19	*Sessions focused on sharing learning from the experience of dealing with the pandemic; new approaches, new theory and evaluation studies.*