**Conceptual / Theoretical Submission**

*The aim of Conceptual / theoretical submissions sessions at conference is to give the opportunity to share preliminary results, develop thinking, share ideas and get input on or explore aspects of and approaches to social marketing.*

*There is a 1000-word limit on abstracts (inclusive of figures, tables, etc.). PLUS one page of references if required*

*All applications will be peer reviewed and authors may be asked to provide additional information about the proposed session if the original application is not clear.*

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| **Conceptual / Theoretical Submission****Title of the session****Conference track**  |

**Abstract** (maximum 1000 words)

**References** (maximum 1 page)

**Other notes for consideration**