

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.

NOTE: All poster submissions can be made as a text-based proposal for review. If accepted poster authors are expected to produce and bring to the event their physical poster for display.

If you would like to see examples of posters from previous events, please contact the team at info@wsmconference.com