Conceptual / Theoretical Sessions: Guidance Notes

These notes are to help you complete the Conceptual / Theoretical session template that is available from the conference website. The aim of Conceptual / Theoretical session 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. Notes which will help you compose the abstract required for the submission template are presented below.

2. Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair Submission portal. There is a 1000-word limit on abstracts (inclusive of figures, tables, etc.). PLUS one page of references if required.

3. One your template is complete, 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.

4. Please select the 'Conceptual / theoretical' submission type.

5. Supporting assets may also be uploaded with your submission if desired such as video or poster content.

6. If you have any questions about making a submission, please contact NorthAm@wsmconference.com

Conceptual / Theoretical Sessions Guidance

What to include in your abstract… beyond the mandatory elements of the abstract we advise that authors try and cover as many elements below as they can within their submission to give reviewers a clear overview of your work. We understand that not all the sections or suggestions below will be relevant to the work you are doing, and this structure is offered as a guide only. Draw upon the suggestions below to devise an abstract which best summarises you work.

Title of the session (mandatory)	Please include an explanatory title that will aid delegates in their selection of sessions to attend.
Conference Track (mandatory)	Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.
Introduction and background / rationale	Include a brief outline of the concept or theory you wish to explore and why this would be of relevance to an audience interested in social marketing / behaviour change theory.
Content, topics and ideas you intend to present	Set out what you aim to cover and or achieve in the session including any specific talking points, models or cases you intend to explore. Ensure that any content, theories or concepts proposed have an explicit and beneficial link to those working in social marketing.
Focus of the session	Include details of the topic, issue, target group and or setting including country setting if applicable. Also try to include any intended findings or outcomes of the session.

Conference Track	Description
1. Global climate change, environment protection, overconsumption and sustainability	*Research and program implementation for prevention and problem-solving of issues related to global climate change, conservation and sustainability. Links between environment, sustainability, human behaviour and health.*
2. Reducing the impact of addiction including substance misuse, alcohol, tobacco and gambling	*Prevention, detection, treatment and harm reduction programs. Research and evaluations across sectors, regions and within different socioeconomic contexts.*
3. Interdisciplinary and cross sector action to influence behaviour for social good	*Programmes that reach across sectors and disciplines to find solutions to complex issues. Skills and solutions from across disciplines, and partnerships from across sectors, including government and corporate partnerships. Policy integration and upstream social marketing.*
4. Assessing, implementing and understanding the use of digital media, social media platforms and technological advances for positive behaviour change	*Impact of new technology on human behaviour. Use of technology, social media and other digital/online community interaction.*
5. 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.*
6. Creating and advocating for community-based social marketing programs	*Programs using community-based social marketing. Creating programs and advocating for social marketing at the community level.*
7. The application of new approaches and techniques in social marketing	*The practical application of innovative approaches, new theoretical thinking and research methods in social marketing programs.*
8. Promoting equality and reducing inequality	*Programs or research that consider gender, race, disability or sexual orientation equity. Reducing poverty, promoting community empowerment and communicating with groups that are harder to reach through traditional marketing channels. Influencing social policy around inequalities.*