**Interactive Session / Workshop Submission**

*The aim of the Interactive session / workshop sessions at conference is to give people an opportunity to take part in an interactive, creative or problem-solving session related to a practical, research or theoretical issue of relevance 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 applicants may be asked to provide additional information about the proposed session if the original application is not clear.*

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| **Interactive Session / Workshop Submissions****Title of the session****Conference track**  |

**Abstract** (maximum 1000 words)

**Aim of the session**

**Method / approach**

**References** (maximum 1 page)

**Other notes for consideration**