



Interactive session / workshop submissions: Template Submission Guidance

These notes are to help you complete the Interactive session / workshop session template that is available from the conference website. 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. 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. 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 'Interactive session / workshop' submission type within the first stage of your EasyChair Submission.
3. Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair Submission portal. The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS two pages of references if required.
4. Supporting assets may also be uploaded with your submission if desired such as video or poster content.
5. Further notes against the submission template are presented below.

Interactive session / workshop submissions Template Completion Guidance	
Title of the session	Please include an explanatory title that will aid delegates in identifying the focus of the session
Conference track	Indicate which or the 13 conference tracks the sessions fits with. See notes below.
Aim of the session	Set out what the session will cover and or aim to achieve in terms of experience, problems solving or exploration.
Focus of the session	Include details of focus, topic, issue, technique, methodology, setting or population group that will be the focus of the sessions
Method / approach	Include details of how the session will be organised and delivered, including methods and the nature of the interactive element of the session. Accepted interactive sessions will be granted 45 minute time slots in the programme, please also include a breakdown of how you intend to use this time.
Other notes	Use this section of the template to advise potential participants about any other issues or elements of the session that do not easily fit under any of the other elements of the template.