

## WSMC 2025: Proposal Space Submission Guidance

The following document outlines the fields you will have to complete on Proposal Space, we advise you read this document and prepare an offline version of your submission prior to beginning your submission. This will create a smoother submission process for you and allow you to copy/paste information into the form as needed.

Learn more about how to use ProposalSpace and how to setup your free account at <https://proposalspace.com/>

If you have questions about the submission process, please contact the conference team at [info@wsmconference.com](mailto:info@wsmconference.com)

### FIELDS APPLICABLE TO ALL SUBMISSIONS

#### Submission Title



Text field – maximum 10 words

**Proposed Conference Track** (*note full track descriptions at the end of this document*)

List selection of confirmed conference tracks

1. Health and wellbeing
2. Critical social marketing
3. Theories and methods
4. Digital and technological impact on social behaviour
5. Equality, diversity and inclusion
6. Climate action, environmental and species protection
7. Advertising & marketing communications
8. Human-centred, responsible and sustainable tourism practices
9. Interdisciplinary and cross sector action

**Submission Type** - Radio button single selection. Please confirm which of the two submission types best suits your abstract. Ensure you have selected the correct submission type as the submission fields for each are different.

-  Research / Academic Abstract
-  Practice / Case Study Abstract

**Submission Format - Radio button single selection** **Poster**

- Ideal for sharing research, project results, or case studies in a visual format.
- Posters will be displayed in a dedicated area for networking and discussion during breaks and a dedicated poster walk at the end of one of the main conference days.

 **20 Minute Oral Presentation**

- Perfect for presenting concise research findings, innovative ideas, or case studies.

 **45 Minute Discussion or Interactive Session**

- Designed for in-depth exploration of specific topics.
- Should include interactive elements, such as discussions, brainstorming, or group activities.


 **60 - 90 Minute Collaborative, Problem Solving or Interactive Session**


- Up to 5 sessions available. These sessions must feature a clear collaborative exercise with a behaviour change focus that can engage 30 or more participants.
- Each session runs concurrently and requires experienced facilitators.


 **60 Minute Panel Sessions**


- Up to 4 sessions available.
- Proposals must include a **chairperson** and a **full panel roster**. All panel members must be **registered attendees** of the event.


**Session Theme - Radio button single selection. Please select the theme that best aligns with your submission. This helps us group presentations with similar topics or concerns, ensuring cohesive and engaging session scheduling.**

 **People & wellbeing** - Submissions that focus on behaviours related to improving the wellbeing of individuals, including submissions related to personal and public physical and mental health; financial literacy; equality and social cohesion etc.

 **Systems & policy** - Submissions that look upstream and take a systems approach to research the issues and develop solutions.

 **Environment & sustainability** - Submissions that look at human behaviour in relation to sustainability, and the impacts on the environment. This includes submissions related to climate change and conservation.

 **Technology and social marketing** - This theme explores the integration of technology in social marketing, examining its impact on behaviour change interventions and campaigns, while addressing ethical considerations and opportunities for leveraging digital tools in promoting social change.

 **Future direction** - Submissions that look at the future direction of the discipline of social marketing, including theory and critical social marketing. This includes submissions that examine new theoretical approaches, ethics and unintended consequences of social marketing campaigns.



## Keywords

Enter up to 6 keywords that best describe your abstract. These should highlight the main topics or themes of your submission.

Text field to enter up to 6 keywords

## Describe the Priority Audience

Describe the audience which has been targeted within your abstract. If proposing an interactive session outline the priority audience of either the session itself or the public audience for which the work would be relevant.

Free text field for up to 150 words

## Two to Three Learner Objectives to complete the sentence, “At the end of this session the learner will be able to:”

Provide any further context here about what those attending your sessions will learn.

Free text field for up to 150 words

## PRESENTER AND AUTHOR INFORMATION

During the abstract submission process via Proposal Space, you will need to include the following details:

### At Least One Proposed Presenter:

- 🌈 You must identify at least one presenter who will attend the event to deliver the presentation if your submission is accepted. Additional presenters can also be added if applicable.

### Presenter Information:

- 🌈 For each proposed presenter, you will need to provide their full name, organization, and email address.

### Author Information:

- 🌈 You will have the option to include authors associated with your submission. For each author, you will need to provide their full name and organization.

Please ensure all information is accurate and complete to facilitate communication and proper crediting of contributors.



## FIELDS FOR PRACTICE / CASE STUDY ABSTRACTS

### **Abstract | Practice / Case Study Submission**

Free text field for up to 500 words

### **Background & purpose: problem statement, location/geography of program**

Free text field for up to 150 words

### **Awareness, Knowledge or Behavioural focus**

Free text field for up to 150 words

### **Study Design, Methods, and Approaches**

Free text field for up to 150 words

### **Results – Outcomes/Impact**

Free text field for up to 150 words

### **Discussion/Implications for Social Marketing and Behaviour Change as a Field**

Free text field for up to 150 words

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## FIELDS FOR RESEARCH / ACADEMIC ABSTRACTS

### **Abstract | Practice / Case Study Submission**

Free text field for up to 500 words

#### **Introduction**

Free text field for up to 350 words

The introduction should clearly present the research problem or question, providing the context and rationale for the study. It should highlight the significance of the research and outline the objectives.

#### **Theoretical Framework**

Free text field for up to 350 words

This section should provide a comprehensive review of the relevant literature, defining key concepts and theories that underpin the research. It should also position the study within the broader field of knowledge, identifying gaps that the research seeks to address.

#### **Methodology**

Free text field for up to 350 words

The methodology section must describe in detail the research design, data collection methods, and analysis techniques used in the study.

#### **Results**

Free text field for up to 350 words

This section presents the findings of the study in a clear and concise manner. It should include tables, figures, and any other relevant data representations.

#### **Discussion**

Free text field for up to 350 words

This section should highlight the implications of the findings, any limitations of the study, and potential directions for future research.

#### **References**

Free text field with no word limit

Please use this section to provide any citations or references.

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## WSMC 2025: CONFERENCE TRACKS

### TRACK 1: **Health and wellbeing**

**Description:** This track invites submissions that address key health and wellbeing challenges, exploring innovative strategies and interventions to promote healthy individuals, communities, and societies. Topics of interest include mental health and wellbeing, global and local health initiatives, addiction prevention, and the impact of food and the environment on health. Contributions are encouraged that focus on the dynamic interplay between societal factors and individual motivations, empowerment, and agency in leading healthy lives. Submissions examining consumer responsibilities, public health strategies, and the role of social marketing in health management are also welcome.

### TRACK 2: **Critical social marketing**

**Description:** This track focuses on the intersection of social marketing and societal change, particularly in critiquing and addressing the negative impacts of commercial marketing. We invite research and programmes that explore how social marketing can mobilize consumers for societal transformation, challenge consumerism, and provide actionable strategies for pragmatic change. Key questions include: Is consumer empowerment an illusion? How can critical social marketing be leveraged as a tool to counter the influence of consumption-driven capitalism and to inspire collective action for a better world?

### TRACK 3: **Theories and methods**

**Description:** This track seeks contributions that advance the theoretical and methodological foundations of social marketing. We welcome research exploring the development and application of new theories, citizen-focused design thinking, systems thinking, and other innovative approaches. Submissions that address the ethical dimensions of theory and methods, apply theory to intervention design, or use theory as a lens to uncover new perspectives and solutions for social change are highly encouraged. Additionally, we are interested in case studies that demonstrate the real-world impact of methodological advancements.

### TRACK 4: **Digital and technological impact on social behaviour**

**Description:** This track explores the transformative role of digital technologies in influencing social behaviour and driving behaviour change. We invite submissions addressing the use of social media, artificial intelligence (AI), and other digital tools as catalysts for social change. Topics of interest include the risks and opportunities posed by the metaverse, ethical considerations of using generative AI in interventions, and how digital innovation can enhance the effectiveness of behaviour change strategies. We also encourage research examining whether targeting avatars in the metaverse can lead to offline behavioural shifts and the broader moral implications of AI in social marketing.



## **TRACK 5: Equality, diversity and inclusion**

**Description:** This track invites research, programmes, and interventions focused on advancing equity, addressing poverty, and reducing vulnerability. Submissions should explore how cultural issues, systemic inequalities, and diverse perspectives are being addressed through social marketing strategies. We are particularly interested in initiatives that promote inclusion, empower marginalized communities, and drive societal change toward greater equity and justice.

## **TRACK 6: Climate action, environmental and species protection**

**Description:** This track emphasizes action-oriented research and programmes aimed at mitigating environmental degradation and protecting biodiversity. We welcome submissions focused on climate action, sustainable consumption, and environmental stewardship at individual, community, and institutional levels. Topics may include climate change communication, waste reduction, conservation efforts, and integrating environmental concerns into social marketing campaigns. Submissions demonstrating impactful strategies for tackling urgent environmental challenges and fostering sustainable behaviour are highly encouraged.

## **TRACK 7: Advertising & marketing communications**

**Description:** This track explores the role of advertising and marketing communications in promoting social change and influencing public behaviour. We welcome research that investigates how strategic messaging can address key social issues such as health, environmental sustainability, social justice, and community engagement. Topics may cover traditional and digital marketing approaches, including social media, influencer marketing, and cross-channel campaigns, with a focus on driving positive behavioural change. Additionally, submissions are encouraged that examine the impact of misinformation and disinformation on social marketing efforts.

## **TRACK 8: Human-centred, responsible and sustainable tourism practices**

**Description:** This track invites research exploring innovative approaches to sustainable tourism, emphasizing human-centred practices and responsible tourism strategies. We seek contributions that examine the role of individuals, communities, and organizations in promoting tourism that balances environmental, social, and economic sustainability. Topics may include, but are not limited to, the development of smart destinations, sustainable tourism policies, and corporate social responsibility (CSR) initiatives within the tourism industry.

## **TRACK 9: Interdisciplinary and cross sector action**

**Description:** This track explores the power of collaboration across disciplines and sectors to address complex social challenges. We seek submissions highlighting partnerships that integrate diverse expertise and perspectives to drive social change. Topics may include multi-sectoral approaches to tackling public health, environmental, or equity issues, as well as innovative case studies demonstrating how interdisciplinary frameworks enhance the effectiveness and scalability of social marketing interventions.