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**Conceptual / experimental / theoretical / discussion submissions submission: Template**

*The aim of Conceptual / experimental /theoretical / discussion submissions sessions at conference is to give the opportunity to share preliminary results, develop thinking, share ideas and get input on or explore aspects of and approaches to social marketing.*

*The page limit is five (5) A4 sides (inclusive of the abstract, figures, tables, etc.). PLUS two pages of references. Submissions must fall within the page limit highlighted on each submission template.*

*All applications will be peer reviewed and authors may be asked to provide additional information about the proposed session if the original application is not clear.*

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| **Please use the headings provided** |

**Title of the session**

**Conference track**

**Abstract**

**Aim of the session**

**Focus of the session**

**Method / approach**

**Other notes**