



Conceptual / experimental / theoretical / discussion sessions: Template Submission Guidance Notes

These notes are to help you complete the Conceptual / experimental / theoretical / discussion session template that is available from the conference website. The aim of the Conceptual / experimental / theoretical / discussion sessions at the conference are 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.** First please create an EasyChair account for your submission (or use your existing account). 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 'Conceptual / experimental / theoretical / discussion' submission type.
- 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.

Conceptual / Theoretical : Template Guidance

Title of the session	<i>Please include an explanatory title that will aid delegates in their selection of sessions to attend.</i>
Conference theme	<i>Please indicate here which of the four conference themes your submission relates to. Please see the list of conference themes below.</i>
Conference Track	<i>Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.</i>
Abstract	<i>Include a brief abstract outlining the concept you wish to explore, focus, methods and any intended findings or outcomes of the session.</i>
Aim of the session	<i>Set out what you aim to cover and or achieve in the session.</i>
Focus of the session	<i>Include details of the topic, issue, target group and or setting including country setting if applicable.</i>
Method / approach	<i>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.</i>
Other notes	<i>Use this section of the template to advise reviewers or 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.</i>

Descriptions of Tracks and Themes

Conference Theme	Description
1. People & wellbeing	<i>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.</i>
2. Systems and policy	<i>Submissions that look upstream and take a systems approach to research the issues and develop solutions.</i>
3. Environment & sustainability	<i>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.</i>
4. Future direction	<i>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.</i>

Conference Track	Description
1. Health and wellbeing of people	<i>Research and programmes focused on the health and wellbeing of people and communities.</i>
2. Planetary health: Environment and sustainability	<i>Research and programmes focused on environmental issues and environmental sustainability</i>
3. Implementation challenges	<i>Challenges in implementation and suggestions to overcome them.</i>
4. Migration, integration and community cohesion	<i>Sessions/presentations focused on the global refugee crisis and migration including integration, resilience, and cohesion among communities. Policy papers also welcome.</i>
5. Theories and methods	<i>New theories, approaches, fields of application and techniques being tested and applied in social marketing including ethical considerations.</i>
6. Upstream social marketing, policy and stakeholder engagement	<i>Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.</i>
7. Promoting the uptake, mandate and application of social marketing	<i>How social marketing is and can be promoted to policy makers, planners, professionals and individuals.</i>
8. Critical marketing	<i>Research and programmes focused on the negative impacts of commercial marketing and action to reduce its influence.</i>
9. Equity	<i>Research, programmes and interventions focused on addressing equity, poverty, vulnerability, and cultural issues.</i>
10. Food & the environment	<i>The intersection of food and the environment, with emphasis on research and programmes related to health, community, culture, environment, sustainability and food security.</i>