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 he 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 e 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.

Conference Track	Description / Focus
1. Promoting global and local health and reducing the impact of disease through behavioural influence	*Non-communicable and communicable disease research, implementation and evaluation. Action at policy, strategy and operational programme delivery levels in both developed and developing world settings.*
2. Tackling and combating mis and disinformation	*Interventions, research and strategies for dealing with growing mis and disinformation and other influencing strategies designed to subvert positive social programmes. Information literacy, media regulation and online safeguarding*
3. Using citizen focused design thinking, participative design, actor engagement and co-creation	*Citizen insight and engagement in the deployment, implementation and evaluation of social marketing interventions. The use of design thinking, co-creation and prototyping in social marketing. Cross cultural issues. Individual, group, community, and/or organisational wellbeing. Non-mainstream communities and under-developed, developing, and non-first world societies intervention programmes and research.*
4. COVID-19, lessons learned and challenges ahead	*Sessions/presentations focused sharing learning from experience of dealing with the pandemic, new approaches, new theory and evaluation studies.*
5. Mental health and wellbeing	*Research and interventions aimed at promoting positive mental health, dealing with mental illness, stigmatisation, community well-being promotion, social capital development and community resilience and tolerance.*
6. Reducing crime, addressing domestic violence, people trafficking, promoting safety, security and social cohesion	*Action on understanding and combating crime and other forms of anti-social behaviour. Safety promotion and accident prevention, safer communities and social cohesion. National security, anti-radicalisation, people trafficking, migration and supporting refugees.*
7. Promoting equality and reducing inequality	*Including gender, race, disability, sexual orientation equity. Reducing poverty, action on promoting community empowerment, community and rural development.*
8. Global climate change, environment protection, over consumption and sustainability	*Prevention and problem-solving research and programme implementation, sustainable consumption, farming fishing. Environmental safeguarding, species protection and ecological campaigning. Links between environment, consumption, consumer behaviour and health.*
9. Digital and technological impact on social behaviour. New platforms and techniques, programme implementation and government policy	*Impact of new technology on human behaviour and influence. The use of technology, social media, and other forms of digital/ online community action. Technology applied to problem solving and collective action to address social issues.*
10. Reducing the impact of addiction including substance, misuse alcohol, tobacco and gambling	*Prevention, treatment detection and harm reduction programmes. Research and evaluations across sectors, regions cultures and level of economic development.*

11.	Interdisciplinary and cross sector action to influence behaviour for social good	*Cross disciplinary, cross sector partnerships and coalitions. Strategies to reduce social problems and promote sustainable intervention programmes. Partnership management, stakeholder engagement and evaluation. Skills integration.*
12.	Advancing theory, research in social marketing and behavioural influence	*Innovative, new theoretical thinking/ research methods and approaches in social marketing theory. Looking at why social marketing sometimes fails. Learning from other sectors and disciplines.*
13.	Using systems thinking to solve complex societal problems and influence social policy	*Systems approaches to theory and research focused on systems analysis and developing systemic critical response to complex social challenges. Policy integration and upstream social marketing. Transformative services delivery, midstream social marketing social marketing management and planning.*
14.	Critical Social Marketing	*Critical social marketing examines the impact of commercial marketing and business on society and/or critically analyzes social marketing theories, concepts, discourses, and practice, to generate critique, conflict, and change that facilitates social good. This track encourages submissions that engage with critical theory and critical approaches to examining the impact of commercial marketing and institutions on society (e.g.alcohol/tobacco/food/neoliberalism); and encourages work advancing critical debate and reflexivity in social marketing such as critiques of current social marketing principles and practice.*