![North American Social Marketing Conference logo]

Poster submission: Guidance Notes

This guidance document will give you an overview of who should make a poster submission, a more detailed overview of the conference themes and tracks and run-through of things to consider when making your submission. Poster submissions for the conference are for academic and non-academic case study reports, campaigns and other work which is intended for display at the event in poster format. Posters will be displayed within the main networking area at the event.

Posters should be focused on Social Marketing research, strategy, projects, campaigns, interventions, policy, systems design, and/or products; however, they may also be focused on the development of new concepts, ideas or theories related to Social Marketing. The area of application may be large in scale such as national or international interventions or smaller local, pilot, developmental projects concerning smaller or more targeted groups.

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 'Poster' submission type within the first stage of your EasyChair submission.

3. Indicate which of the 8 conference tracks your poster is submitted under (see below).

4. Complete all requested information about submitting authors.

5. Enter your poster title and an abstract (brief summary of your project) into EasyChair

6. Upload your poster submission template to EasyChair (see below for instructions) so reviewers have a sense of what information your poster will cover. Note that final designed posters do not need to be submitted for review only the completed submission template. However you may also upload a graphic version of your poster as a supporting asset if you wish.

7. Optional: upload video and other assets in support of your poster (If supporting video assets are available these can be uploaded as .MPG or .AVI files no larger than 50MB)

Your poster should be printed with a font size that is easy to read e.g. no smaller than 18 point.

If your poster is selected for display then you will be asked to bring a high-quality printed version of your poster with you, the conference organisers are not able to print posters on behalf of authors

Poster submission guidance

What to include in your abstract... beyond the mandatory elements of the abstract we advise that authors try and cover as many elements below as they can within their submission to give reviewers a clear overview of your work. We understand that not all the sections or suggestions below will be relevant to the work you are doing, and this structure is offered as a guide only. Draw upon the suggestions below to devise an abstract which best summarises you work.

Poster title (mandatory)	Please give a title that will help delegates understand the focus of the work described.
Conference track most relevant to the poster (mandatory)	Please indicate which of the 12 conferences track the poster best fits with.
Aims and objectives	Set out the aims and objectives of the programme or research.
Target group / focus	Indicate the group or groups of people who are the focus of the work.
Project / Research focus	Indicate the issue being investigated and or the focus of the intervention.
Method / approach	Set out in short form the methods used.
Relevant data and graphics	Any relevant graphics, images or picture which help illustrate the work you intend to present (these may be examples of campaign materials or other interventions)
Findings / evaluation	Summary of any key findings
Conclusions and recommendations	Summary of conclusions
Links for further information	Include links to more information and advice re the programme.

Conference Track	Description
1. Global climate change, environment protection, overconsumption and sustainability	*Research and program implementation for prevention and problem-solving of issues related to global climate change, conservation and sustainability. Links between environment, sustainability, human behaviour and health.*
2. Reducing the impact of addiction including substance misuse, alcohol, tobacco and gambling	*Prevention, detection, treatment and harm reduction programs. Research and evaluations across sectors, regions and within different socioeconomic contexts.*
3. Interdisciplinary and cross sector action to influence behaviour for social good	*Programmes that reach across sectors and disciplines to find solutions to complex issues. Skills and solutions from across disciplines, and partnerships from across sectors, including government and corporate partnerships. Policy integration and upstream social marketing.*
4. Assessing, implementing and understanding the use of digital media, social media platforms and technological advances for positive behaviour change	*Impact of new technology on human behaviour. Use of technology, social media and other digital/online community interaction.*
5. 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.*
6. Creating and advocating for community-based social marketing programs	*Programs using community-based social marketing. Creating programs and advocating for social marketing at the community level.*
7. The application of new approaches and techniques in social marketing	*The practical application of innovative approaches, new theoretical thinking and research methods in social marketing programs.*
8. Promoting equality and reducing inequality	*Programs or research that consider gender, race, disability or sexual orientation equity. Reducing poverty, promoting community empowerment and communicating with groups that are harder to reach through traditional marketing channels. Influencing social policy around inequalities.*