



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 conference is 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 / experimental / theoretical / discussion	Notes to aid completion of the template
Conference Track	Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.
Abstract	Include a brief abstract outlining the concept you wish to explore, focus, methods and any intended findings or outcomes of the session.
Title of the session	Please include an explanatory title that will aid delegates in their selection of sessions to attend.
Aim of the session	Set out what you aim to cover and or achieve in the session.
Focus of the session	Include details of the topic, issue, target group and or setting including country setting if applicable.