

## **Guidance for poster submissions**

When you submit your poster via the EasyChair portal please ensure that you indicate which of the twelve the conference tracks your poster is submitted under (see below) also please ensure that within the Category area you select that you are submitting a poster.

### **Conference tracks**

1. New theories and methods being used in social marketing
2. Upstream social marketing, policy and stakeholder engagement
3. Health and well-being
4. Environment and sustainability
5. Social Impact investing
6. Scaling up and sustaining projects
7. Contribution of the arts to social marketing delivery
8. Promoting the application of social marketing
9. Social marketing in practice, lessons from real projects and programmes
10. The implementation challenge, solving problems and overcoming barriers
11. Outcome focused planning, delivery and evaluation of action
12. Migration, integration and community cohesion

Please note that all posters submitted will be entered into the best poster competition.

*Prizes will be presented at the ESMC 2016 Civic Reception which is included as part the conference registration price. The reception will be taking place at the Espoo Museum of Modern Art on the 22<sup>nd</sup> September 2016 after the first day of conference proceedings has closed.*

**Continued.**

## **Format guidance**

Your poster should contain the following information:

1. Title of Project
  2. Organisation presenting the poster
  3. Contact details for the project
  4. Aims and objectives of the project
  5. Target audience
  6. Time frame of the project
  7. Methods used
  8. Relevant illustrative graphics
  9. Relevant data representation (In the form of tables, or graphics)
  10. Evaluation / research methods
  11. Findings / conclusions
  12. Recommendations and learning
- Your poster should be printed with a font size that is easy to read e.g. no smaller than 14 point.
  - Your poster should be no bigger than A1 and no smaller than A2

## **Presenting your poster at ESMC 2016**

If you are successful in your submission and your poster is selected for display at ESMC 2016 then you will be asked to bring a high-quality printed version of your poster for display with you, and you should also bring with you means to fix your poster to the display boards provided.

If you are successfully selected to display a poster, but cannot attend ESMC 2016, please contact the conference organisers at [euro@worldsocialmarketing.com](mailto:euro@worldsocialmarketing.com)