

POSTER

Guidelines for a POSTER submission to the 4th European Social Marketing Conference, Antwerp 2018

For further questions about making a submission please contact the conference team at

euro@wsmconference.com

Or by calling +44 (0)1543 439 706

The European Social Marketing Association and our partners invite poster submissions to be considered for display at the European Social Marketing Conference 2018.

Thank you for taking the time to download this guidance document. We hope it helps you make the most of your submission to the 4th European Social Marketing Conference. The following document will give you clear overview of who should make a poster submission, a more detailed overview of the conference themes and tracks and a run-through of things to consider when making your submission.

Should I make a poster submission?

This stream of submissions for the European Social Marketing Conference is intended 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 refreshment and networking areas at the event.

These posters should be focused on Social Marketing 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 that these sessions focus on may be large in scale such as national or international interventions or smaller local, pilot, developmental projects concerning smaller or more targeted groups.

Guidance for poster submissions – EasyChair portal

When you submit your poster submission via the EasyChair portal please:

- 1) Indicate which of the eleven conference tracks your workshop is submitted under (see below)
- 2) Complete all requested information about submitting authors
- 3) Enter your submission title and abstract into EasyChair
- 4) Select “Poster submission” in the Submission type category area
- 5) Upload your poster submission to EasyChair (see below for instructions)
- 6) Optional: upload video assets (if supporting video assets are available these can be uploaded as .MPG or .AVI files no larger than 50MB)

The first five steps are mandatory for the submission of a practice paper. Incomplete submissions will not be considered.

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

Conference Tracks in Detail

Track	Descriptor
1. New theories and methods being used in social marketing	New theory approaches, techniques and technologies and how they are being applied in social marketing.
2. Upstream social marketing, policy and stakeholder engagement	Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.
3. Health and well-being	Delivering programmes to reduce communicable and chronic disease and promote mental and physical health.
4. Environment, ecology and sustainability	Influencing the behaviour of citizens, governments and corporations to promote sustainability, the protection and preservation of species and prevent climate change.
5. Social Impact investing	How social impact investing, ROI and VFM can be approached and applied in social marketing.
6. Scaling up and sustaining projects	Examples of how projects and pilots can be or have been scaled up to achieve population impact.
7. Contribution of the arts to social marketing delivery	How all forms of art can be used in research piloting implementation and evaluation of social marketing interventions.
8. Promoting the application of social marketing	How social marketing can be promoted to policy makers, planners, professionals and citizens. Theory and practice examples.
9. The implementation challenge, solving problems and overcoming barriers	Interactive problem-solving sessions focused on real developing projects and analysing current health, social, environmental and other forms of social policy challenges.
10. Outcome focused planning, delivery and evaluation of action	How and why social programmes should be and can be set up in such a way that they have clear and measurable social, health, wellbeing or environmental benefits.
11. Migration, integration and community cohesion	How can social marketing theory and practice be used to ensure that economic migrants, asylum seekers and local populations are encouraged to act in way that promotes both individual, social wellbeing and integration.

Abstract

As part of your EasyChair submission you will provide a brief overview of the project by using the Abstract field within the online submission form. Abstracts have 500 word limit.

Please provide a concise description of the project and include any extra contextual information not included on the poster itself. Abstracts should include a brief background to the project, include a note on methods used and also make clear initial results of the project. No headings are needed.

Poster format guidance

Your poster should contain the following information:

1. Title of Project
2. Organisation presenting the poster
3. Contact details for the project (or person submitting the poster)
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 18 point. Your poster should be no larger than A1 paper size.

NOTE: Final confirmation of display sizes for the poster boards available at the conference venue will be made in February 2018.

Displaying your poster at ESMC 2018

If your poster is selected for display at ESMC 2018 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.