ANNUAL CONFERENCE GUIDELINES

Introduction

The EMAC annual conference is the most significant user benefit of EMAC membership and the highlight of the EMAC calendar. It serves to create a major platform for the exchange of ideas, dissemination of research findings and discussion of work in progress, as well as the opportunity for catching up with old friends and networking with new colleagues. The conference is a partnership between the EMAC association and the organiser institution. Both will wish to see the conference achieve its full potential for the benefit of all. The purpose of these guidelines is to share the knowledge gained over many conferences with new (potential) conference hosts, and to ensure that EMAC traditions, customs, and practices are carried forward year to year. Within that broad compass, however, there is also room for innovation by hosts.

EMAC Traditions, Customs and Practices

Prior to the conference	Potential host of the conference should contact the VP conferences. Next, the VP conferences informs them on the various aspects related to organizing the annual conferences. In addition, the VP conferences pro-actively approaches marketing scholars who could be interested in hosting the conference,
	Potential conference host have to submit a bid book containing specific details with regards to organizing, financing, and planning the EMAC annual conference.
	The EMAC Vice-President Conferences is responsible for day-to-day liaison between the conference host and EMAC. S/he is available to offer advice and help in planning all aspects of the conference.
	Past conference hosts are also generally happy to share their experiences (both good and bad!) to help Conference Chairs in their planning.
	To help prepare for future conferences and to gain experience with the total process, the following year Conference Chair should pro-actively attend the EMAC annual conference.

April 2020

	Conference host are asked to attend and to meet with the Steering Committee in the Fall and Spring prior to the conference, to review plans and facilities for the conference.
Conference Website and flyer	The development of the Annual Conference website is done by EIASM, who will provide this service against a standard fee and based on a separate agreement between EIASM and the conference organiser (see Appendix B). The website which is completed and updated by the EMAC Executive Secretary on the basis of the information received from the conference organiser, is set up one year in advance, after the previous EMAC Annual Conference has taken place. The conference website should contain at least the following information: - A clear link to the EMAC website - The EMAC logo and the conference logo on the home page - Clear information on conference dates and key dates for paper submission and registration - At least nine months in advance: submission and review process, submission instructions and submission guidelines - At least nine months in advance: a preliminary programme outline, the price structure, links to accommodation booking, travel and transportation information - Tracks and Track Chairs - Contact information host. A hard copy conference 'flier', which must display the EMAC-Logo, should be distributed to delegates at the preceding year conference.
Date and schedule	The conference is held in the final week of May of each year. The general schedule of the conference is as follows: Sunday evening: reception of the doctoral colloquium Monday & Tuesday: doctoral colloquium sessions Monday-pm: EMAC Steering Committee meeting Tuesday – am & pm: EMAC Executive meeting Tuesday evening – Opening reception Wednesday/Thursday/ Friday – main conference Thursday am – EMAC Annual General Assembly (plenary; 1 hour; before start of sessions) Thursday pm: keynote followed by the award session and poster session (all plenary) Friday evening – Conference Dinner

	See also the section: "Sessions, special sessions, and other meetings" for other meetings and events.
Venue	The conference should be held in a venue that will facilitate informal interaction and networking as well as providing for the formal paper sessions and plenary sessions.
	Importantly, when selecting the venue, capacity issues must be taken into account. In general, one could expect that rooms are needed for 15 to 20 parallel sessions. These conference rooms may vary in capacity from 30 to 100 participants. In addition, one will need one or two large auditoriums with a capacity of several 100s for plenary sessions. In their proposal to the EMAC Steering committee prospective EMAC conference host are required to present contingency plans for meeting changes in attendances (for example, if 100 or 200 attendees above or below the forecasted number, registered for the conference).
	Academic conferences are increasingly being held in dedicated conference facilities where hotel accommodation and conference facilities are in close proximity, instead of in university buildings. Cost should, however, be borne in mind and facilities chosen so as to maximise potential attendance of EMAC members.
	The venue should provide an adequate level of services (including Internet access and locations for informal networking) . All rooms for the sessions need to be equipped with Internet access and PCs using PowerPoint and projectors.
	When the conference venue and the hotel accommodation are not in close proximity host should provide coach transfers at the start and end of the sessions each day.
Conference registration	Registration to the conference is done via the centralised registration system developed and operated by EIASM. This service is part of the agreement between EIASM and the conference organiser (see Appendix B). Delegates can register through the conference website.
Invoicing and VAT	Granting the right to access the conference via registration fees is taxable in the country where the event takes place according to the derogatory rule laid down by Article 53 of the VAT Directive.
	The conference organiser should first of all verify with the local VAT authorities of his/her country whether organizing the EMAC Annual Conference can be VAT exempted according to Article 132 of the Directive and particularly according to Article 132 (1) (i) of the VAT Directive in connection with educational services.

	If the conference is not VAT exempted, nine months prior to the conference (i.e. in the Fall 2020), the conference organiser will provide to EIASM, whom they call upon for the registration a European tax identification number for EMAC in (country) on behalf of EMAC. The EMAC invoices issued for registration fees to be paid by participants include the local VAT specified. On behalf of the conference organiser, the EIASM will collect the conference fees.
	While the EAISM is ultimately responsible for any outstanding VAT liabilities, the conference organiser should keep track of the VAT liabilities and make sure that these are paid on time.
	The conference organiser and EAISM remain in close contact concerning the various invoices as to minimize VAT exposure and to reduce VAT related administration. The conference organiser shall assure EAISM that all local Tax obligations, except the VAT, have been satisfied as is required by the relevant Regulatory Authority.
Rates	The conference rates should be kept as low as possible. Ensure, however, that you allow a margin for contingencies. The EMAC Steering committee will set a maximum rate below which the conference fee should be set. Currently, this maximum (early bird) rate is 645 euro, which includes the 125 euro membership fee of EMAC for the year after the conference.
	The fee for an accompanying person should be set at a reasonable fee level.
	The conference fee includes the welcome reception and the conference dinner. Other social activities may be proposed on modular fee structure. The conference host can decide to offer a reduced fee for conference attendance without conference dinner.
Special Rates	There should be a number of different conference rates offered by the conference host:
	1. EMAC conference participant, booking more than 2 months ahead of conference. This is the regular rate as specified above.
	2. Late booking fee (add 10%)
	3. EMAC does not offer discounted, or waive the, conference registration fee for invited speakers or the host themselves. However, conference host may offer a reduced rate for invited "keynote" speakers, at the host' own expense, which would still include the EMAC membership fee.
	4. Fee for the Doctoral Colloquium for DC participants.

	5. Fee for the DC participants wishing to participate in the EMAC Annual Conference. ONLY the students who are accepted on the Doctoral Colloquium can participate in the Colloquium and can attend the EMAC Annual Conference at a discounted rate of 50 % of the conference fee. The remaining 50 % is covered by EMAC BUT they need to pay the FULL membership fee (125€). We **do not** announce on the website the discounted fee for the 'Students who attend the Doctoral Colloquium and wishing to attend the main Annual conference.
	These rates need to be discussed and agreed with the EMAC Steering committee (VP Conferences).
	Note that participants may wish to pay by credit card or may wish to have their university/institution invoiced for the registration fees. Facilities for both types of payment will be made available.
Contribution to EMAC	Each conference host is expected to transfer a fixed sum to EMAC for its general support to the organisation of the conference as per the contract. The Steering committee determined this sum to be 40,000 euro.
Contribution to organiser university	Some universities require a contribution to central funds from conferences organised by their staff. If the university of the conference host requires such a contribution, the conference host should include these costs in the budget plans.
Doctoral Colloquium	The Doctoral Colloquium (DC) will be held for 2 days prior to the conference. The DC organising committee consists of the DC chairperson (decided by the Steering committee, on a rolling two/three-year cycle), a scholar from the conference host university, and the EMAC secretariat. The EMAC secretariat (currently: Anne-Laure Marteaux; anne-laure.marteaux@eiasm.be) and the DC chair will make the organizational and scientific arrangements for the colloquium (see separate guidelines). This DC committee and the conference host should make the domestic arrangements in cooperation with the EMAC secretariat, bearing in mind the very tight budgets doctoral students operate under.
	Specifically, the host would be responsible for the following provisions.
	Meeting rooms as follows:
	• Seminar rooms (six 20-seater, U-shaped or amphitheatre meeting rooms;).
	• One plenary room (100-seater, theatre-style, lecture room).

(All meeting rooms should be equipped with ppt presentation facilities. Water in rooms to be supplied throughout the day)

- One large room for coffee/tea breaks

IT facilities:

- Free WIFI.

Catering:

- Lunches
  - Welcome reception on Sunday;
  - Lunch for Monday and Tuesday

- Dinner (1 reasonably priced dinner; typically, on Monday)

- Coffee breaks

Hotel bookings:

To recommend a selection of hotels ranging from reasonably priced to budget rate accommodation to suit a student's 'purse'. Emphasis should also be on accommodation located within walking distance if possible, to/from the DC venue to reduce need for, and the additional costs of, transportation.

For the students: For the hotel booking for the students, the EMAC website should provide the students the link to make hotel bookings.

For faculty members: The conference host will take care of booking appropriate hotel accommodation for the faculty members + Doctoral Colloquium Chair. The conference host covers the costs for 2 nights (arrival on Sunday and departure on Tuesday).

Most faculty members will stay for the main conference and should be offered the possibility to stay at the same hotel, but they would cover these nights themselves.

Transport:

Where transfer between hotel and DC venue is required and use of public transport is feasible, ensure that such (low cost) transport is accessible/available throughout the DC

Fees:
The budget for the DC, mostly based on the DC fee, should cover the following costs:

- Costs, if any, for the meeting rooms

- Catering and meeting room equipment as specified above

- Two nights (three nights in case faculty members have no travel connections allowing them to reach the venue of the

	DC on the morning of the first day) accommodation for the faculty. • Accommodation of the EMAC Executive Secretary during the DC and 50% of the EMAC Executive Secretary 's travel expenses. The EMAC Steering committee will set a maximum rate below which the DC fee should be set. Currently, this maximum is 260 euro.
Sessions, Special Sessions, and other meetings	The EMAC Steering committee is keen to promote a variety of session types and other events at the conference to cater for the needs of all EMAC members. Conference hosts are encouraged to discuss new initiatives for sessions, meetings, and other events with the VP conferences. The conference should contain at least the following types of sessions (see also Appendix C for EMAC Meetings): 1. Regular sessions for competitive papers; in about 15 to max 20 parallel sessions, 1.5hrs each, with 3 or 4 papers per session to enable a 15-20-minute presentation and 5 to 10 minutes of discussion. The competitive papers are categorized (already at submission of the papers) into tracks (see below). 2. Scholars can submit proposals for special sessions of 3 or 4 papers on a specific topic, where they are responsible for compiling the entire session, including potential discussants. 3. Plenary sessions which can take one hour or the time for one full 1.5-hour session.. 4. In addition, on Thursday afternoon, there is one plenary session, preceding the award ceremony; where the winner of the EMAC Distinguished Marketing Scholar Award (if awarded that year) could be invited as keynote speaker. 5. Invited sessions. The conference organiser and the EMAC Steering committee, through the President, Vice-President Publications and VP conferences, can organise a number of invited sessions where leading researchers in our field(s) are encouraged to focus on specific important topics. There could be one or more of such sessions each day, and these should be scheduled within the track programme rather than as plenary sessions. Typically, the VP publications organizes one or more sessions together with the editors of the EMAC journals IJRM and JMB. The invited sessions should be announced no later than when the acceptance of competitive papers and special sessions is announced. 6. The EMAC Steering committee initiated several Special Interest Groups (SIGs), around key topic within the marketing

discipline. These SIGs run a "mini-conference", typically of 2 consecutive sessions, within the EMAC conference. The set of SIGs to be organized is determined by the Steering committee. The SIGs should be announced no later than when the acceptance of competitive papers and special sessions is announced. The EMAC Secretary will provide you with the list of SIGs to be accommodated in the programme.

7. Scholars can submit proposals for tutorials. In addition, the conference host can organize one or more tutorials. A tutorial covers the time slot of an entire session. A tutorial deals with a specific theory, method, or research approach and should be relevant and interesting for a substantial part of the EMAC community.

8. A poster session to enable researchers and, to present their work to a wider audience. Poster presentations offer good potential for one-to-one interaction. Posters should be accepted as full papers and included in the proceedings (as a full paper or just the abstract; to be decided at the time of submission by each presenter) . Typically, the poster session is scheduled right after the keynote and award session (see 4) as a plenary session, often accompanied by drinks and/or snacks to maximize attendance.

9. One or more 'Meet the Editors' sessions should be organized. The editors of the two EMAC journals, and of other leading journals (but not their publishers), should be invited to take part. These sessions should be scheduled within the track program rather than as plenary sessions.

10. A special session should be organized for the presentations by the nominees of the EMAC/Sheth Foundation Doctoral Dissertation Competition; preceded and followed by the jury meeting in a separate room.

11. EMAC Steering Committee meets on Monday afternoon (normally 14- 17:00). This meeting requires a room for 10 people, a projector and refreshments- including coffee/tea in the room for the duration of the meeting-. The invoice for the catering should be sent to the EMAC Secretary.

12. the Executive Committee meets on the Tuesday (normally 10:00 to 16:00) prior to the main conference. The morning session on Tuesday is dedicated to working groups. Several meeting rooms should be provided (further details will be provided by the EMAC Secretary; typically, 3 to 4 rooms for 20 to 25 participants in total). The afternoon session is dedicated to the plenary session, which requires a room that can seat 50 to 60 people. A lunch should be provided approximately 20 to 25 participants (the exact number will be provided by the

	EMAC Secretary) and the invoice for the catering sent to the EMAC Secretary.
	13. The Editorial Board of IJRM meets on Wednesday afternoon (normally 17:00-18:30, after the regular conference sessions have ended). This meeting requires a room with at least a capacity of 20 persons and catering (coffee/tea) for the participants, to be covered by IJRM.
	14. EMAC General Assembly should be scheduled on Thursday morning for 1 hour as a plenary session (so no parallel sessions at that time slot), before the regular session start. This Room should be able to seat about 100 people.
	15. In collaboration with the Climber Community, a limited number of sessions should be organized for the target group of marketing scholars at an early stage of their career.
	16. During the conference a Heads of Marketing lunch meeting should be organized.
	The EMAC Secretariat will provide you with the full list of meetings to be scheduled during the conference with the requirements for each of them.
Tracks and track chairs	The competitive papers are categorized (already at submission of the papers) into tracks, in order to arrange the scientific program into coherent streams. To ensure consistency of academic standards from year to year, the list of tracks is basically fixed, with minimal changes over the years, to be determined by the VP conferences. Each track has 2 or 3 track chairs. The conference host starts by inviting the track chairs from previous years first. Next, several new track chairs can be appointed by the VP Conference, based on a proposal by the conference host. The Calls for papers should list the tracks and track chairs.
	The track chairs will decide on acceptance/rejection of competitive paper submissions and help the organiser in designing the track sessions and allocate chairpersons/discussants (where appropriate) for track sessions, following paper acceptances. Selection of chairpersons should be done carefully, e.g. a senior author of one of the papers in the session; not simply/automatically the presenter of the final paper.
	Appointed track chairs need to be contacted to confirm their agreement to take on the responsibility of the review process (see separate document on roles and responsibilities of track chairs).
Submissions	A guide for authors (guidelines for formatting and submitting the paper) will be published on the conference website.
	Authors may submit more than one competitive paper to the conference, but only one can be accepted as presenter. This

	means that they can be co-author on multiple submissions. The quota of one presentation per scholar encourages people to publish with colleagues and/or research students but ensures that individuals do not dominate scarce presentation slots. Authors of competitive papers can also submit a special session. However, scholars are allowed to submit only one special session; although one can be involved (as author) in multiple special sessions.
	Care needs to be taken to ensure anonymity of authors and reviewers. Therefore, it is required to have submissions in pdf format.
	There is no distinction between full and working papers at EMAC. All follow the same format.
Submission and Review process	The submission and review process is handled by EIASM, who will provide this service against a standard fee and based on a separate agreement between EIASM and the conference organiser (see Appendix B). The host' role is to handle the administrative aspects of the reviewing process, leaving track chairs free to manage the scientific aspects of the review process (see separate document on roles and responsibilities of track chairs).
	All papers should be double blind reviewed using the standard EMAC paper evaluation form. Current acceptance rates are around 50%. However, this is dependent on the quality of submissions within a track.
	The reviewers' guidelines will be published on the conference website.
	Reviewers should be contacted in advance to obtain their agreement to review and to warn them of the reviewing schedule and deadlines. Anticipate that not all reviewers will keep to these deadlines and make contingency plans. Also, in later stages, track chairs can invite scholars from their own network to serve as a reviewer, for example for specific papers.
	Reviewers should be familiar with format requirements of the EMAC conference papers. This information should be included in the instructions to reviewers.
Name tags	The conference host should provide a name tag for each participant.
	Participants should indicate themselves (while registering for the conference) how their name and affiliation should appear on the tag. Names should be readable from a few meters distance.
	To facilitate feedback and interactions during the conference, the roles of track chairs, EMAC VPs, the EMAC president, EMAC journal editors, climber community chair, doctoral colloquium chair, EMAC fellows chair, country representatives the Executive

	Secretary and PhD students should be recognized and made salient on their name tags.
Proceedings	The conference host has to provide information on the program and the papers by means of the following:
	1. Printed program to include abstracts of papers (or just the titles) with authors' names and affiliations, room plan, program overview, and an index of authors.
	2. Electronic proceedings will be provided by EMAC. The authors of accepted papers or posters can choose to either publish their full paper (10 pages) or only the abstract on the web environment.
	3. An app with information on the venue, program, sessions... **DO NOT publish the full papers on the app**.
	Authors hold copyright to their papers. Conference Hosts must obtain from authors permission to publish their papers as part of the conference proceedings in electronic or other forms deemed appropriate, e.g. requested on the submission form.
Social programme and catering	The conference program has to contain the following events:
	1. Welcome reception with snacks on Tuesday evening before the conference starts (18:00-20:00).
	2. Lunches during the conference on Wednesday to Friday. Lunch arrangements should bear in mind the need to move a large number of participants through quickly.
	3. Conference dinner on the final conference day (Friday night). The conference dinner serves primarily as an opportunity for participants to meet and socialize. It can be a seated dinner or a 'walking dinner' set-up. There is no need for expensive venue, menu or entertainment choices.
	In addition, the conference host can organize the following:
	– A social event on Wednesday or Thursday night. Prior experience suggests that organizing such an event can be affordable only with the financial contribution of sponsors or by charging extra for attendance.
	– When special events are planned, participants should be given adequate prior warning. These include events outdoors or in unusual settings. Good weather should not be assumed! Long coach journeys should be avoided whenever possible.
	Please remember that some participants will wish to retire early, especially if they have papers scheduled for the following

	morning, and hence 'escape routes' from social events should be provided. Ideally keep all social events close to conference hotels.
Publishers' exhibitions	We wish to encourage publishers, software suppliers and other companies to display recent items of interest to participants at the conference, and to attend to discuss member needs and publishing intentions. Reasonable fees should be charged for their participation (see further details in document for publishers). The fee should, however, include one participant attendance at the conference, including all rights for regular conference participants. Host should ensure that publishers get the most from their investment by facilitating set up where there is likely to be a good opportunity for through traffic (e.g., adjacent to coffee/lunch facilities). EMAC has a special agreement with Elsevier and Now Publishers, the publishers of International Journal of Research in Marketing and Journal of Marketing Behavior (EMAC's journals). According to this agreement, Elsevier and Now Publishers can obtain, free of charge, display facilities for the journal (including a booth) and related products at the conference venue, and they obtain all rights for regular conference participants.
Post-Conference	During the final day of the conference a meeting should be arranged for the Conference Chair, EMAC VP Conferences and the Chair of the next year's conference to discuss immediate lessons that can be learned. After the conference, host should: 1. Settle accounts with EMAC and others. 2. After reflection on the experience, and with the benefit of hindsight, provide a set of 'learning notes' to the EMAC Vice President Conferences, for passing to future conference chairs. This should include both positive and negative learning points. 3. Treat themselves to a well-earned rest!