



CALL FOR PROPOSALS TO HOST A CONFERENCE

The European Marketing Academy (EMAC) organizes several conferences, namely the Annual (Spring) Conference (plus doctoral colloquium), the Regional (Fall) Conference, and specialized conferences. These events constitute a fundamental component of EMAC, and therefore organizing successful conferences is critically important for EMAC.

EMAC invites proposals from universities interested in hosting the Annual (Spring) Conference and the Regional (Fall) Conference, for the years 2022 (only the Regional/Fall conference), 2023 and 2024, to be handed-in before September 1st, 2020. Therefore, if you and your university would like to express interest and/or submit a proposal, please contact the EMAC Executive Secretary, Anne-Laure Marteaux, emac@eiasm.be, and the EMAC Vice-President Conferences, Prof. Tammo Bijmolt, t.h.a.bijmolt@rug.nl. Potential conference hosts may be invited to present their proposal at the meeting of the steering committee (on Friday November 13, 2020 in Brussels, Belgium).

For details on organizing an EMAC conference, please see the conference guidelines at the EMAC website (<http://www.emac-online.org>). A formal proposal to host a conference should include at least the following (preliminary) information:

- Team of conference organizers: description of the key persons who would be involved in the organizational aspects of the conference;
- Suggested dates, year;
- Description of the city, university, and department;
- The proposed conference venue (room capacity; internet availability, network/meeting rooms);
- Logistics (hotel accommodation, transportation to the city, within the city to the venue);
- Information on the academic program (theme, key note speakers, workshops);
- Information on social events and locations;
- Communication {Conference website, conference app, proceedings, and other communication; note that EMAC and EIASM have designated partners for most of these services};
- Experience with hosting comparable academic events by the individuals, department, and/or university;
- Preliminary budget overview, sponsors, local support and funding initiatives.

For any questions, do not hesitate to contact either Tammo Bijmolt or Anne-Laure Marteaux.