CALL FOR PROPOSALS TO HOST A CONFERENCE

The European Marketing Academy (EMAC) organizes several conferences, namely the Spring Conference (plus doctoral colloquium), the 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 Spring Conference and the Fall Conference.

If you and your university would like to express interest and/or submit a proposal, please contact the EMAC Executive Officer, Anne-Laure Marteaux (office@emac.academy) and the EMAC Vice-President Conferences, Prof. Jaap Wieringa (j.e.wieringa@rug.nl).

Potential conference hosts may be invited to present their proposal at the EMAC Board of Directors' meeting.For details on organizing either an EMAC Spring or Fall conference, please see the dedicated conference guidelines on the EMAC website.

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, keynote speakers, workshops);
- Information on social events and locations;
- 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 Jaap Wieringa or Anne-Laure Marteaux.