FALL CONFERENCE GUIDELINES

Introduction

In 2009, the European Marketing Academy decided to establish regional conferences. The first conference was conceived as a forum for research on theoretical issues in changing markets, and this initiative received the support of EMAC and its national representatives.

Since then, the conference has evolved substantially. It has now been renamed the EMAC Fall Conference and repositioned as the second major EMAC event, albeit on a smaller scale than the EMAC Spring Conference.

Today, the conference serves as a platform for discussing relevant and major issues across all aspects of the broad field of marketing. It welcomes contributions from a wide range of research traditions, perspectives, and methodological approaches.

In doing so, the EMAC Fall Conference provides an important forum for scholarly exchange and interaction among marketing researchers from across the EMAC community and beyond.

EMAC Fall Conference Organization Guidelines

These guidelines set out the responsibilities of EMAC and the conference host in preparing, organizing, and evaluating the EMAC Fall Conference. They should be read together with the EMAC Contract and the associated Conference Service Agreement. In the event of any inconsistency, the signed contractual agreements take precedence.

Throughout these guidelines, "must" indicates a requirement, "should" indicates a recommended practice, and "may" indicates an option. Any proposed departure from a requirement must be discussed with the VP Conferences in advance and submitted for approval to the relevant EMAC decision-making body.

Before the conference	Potential conference hosts should first contact the VP Conferences to discuss the requirements and feasibility of hosting the EMAC Fall Conference. The VP Conferences may also proactively approach potential hosts. Prospective hosts must submit a bid book outlining the proposed venue, organizing team, conference schedule, anticipated attendance, budget, sources of funding, and contingency arrangements. The VP Conferences will review the proposal with the prospective host before it is submitted to the EMAC Board of Directors for approval.

	The VP Conferences serves as the main liaison between the conference host and EMAC throughout the planning and delivery 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's Conference Chair should proactively attend the EMAC Fall conference.
Date and schedule	The conference is held in the 3rd week of September each year. The general schedule of the conference is as follows: - Wednesday afternoon: Early Researcher Symposium (ERS)* - Wednesday evening: opening Reception - Thursday: main conference - Thursday evening: Conference dinner - Friday: main conference - Friday afternoon: closing ceremony - *The ERS provides an opportunity to learn from experienced researchers and supports the development of professional skills for building an academic career. The ERS is an opportunity to meet like-minded people, present your research interests, exchange ideas and potentially start project collaborations and networking. ERS is primarily intended for early-stage researchers, including young lecturers, postdocs, PhD students as well as senior researchers who want to learn more about how to conduct research and publish. The ERS is organized as a half-day pre-conference event associated with the EMAC Fall Conference. ERS Fee: • For EMAC Fall participants: included in the conference fee • If attending only the ERS: € 50 The ERS is organized by Vesna Žabkar (University of Ljubljana) on behalf of the European Marketing Academy (EMAC). If you have any questions related to ERS, please do not hesitate to contact Anne-Laure Marteaux, EMAC Executive Officer (office@emac.academy).

Venue	The venue should support both the scientific program and informal interaction among participants. Its capacity and configuration should reflect the anticipated number of attendees and the planned number of parallel sessions. Hosts should normally plan for four to eight parallel sessions, with rooms typically accommodating 30–50 participants each. At least one plenary room must be large enough to accommodate all expected attendees. The proposed room allocation should be discussed with the VP Conferences. The bid book must include contingency arrangements for attendance above or below the forecast, explaining the implications for room capacity, catering, and the budget. The venue should provide an adequate level of services (including Internet access and locations for informal networking). All rooms for the sessions must be equipped with Internet access, PCs, and projectors for PowerPoint presentations. The conference can be held in dedicated conference facilities where hotel accommodations and conference venues are in close proximity, rather than in university buildings. Cost should, however, be considered, and facilities chosen to maximize EMAC members' potential attendance. When the conference venue and the hotel accommodation are not in close proximity, the host should provide coach transfers at the start and end of each day's sessions.
Conference Website	EMAC will provide the conference website in accordance with the EMAC Conference Service Agreement attached to the EMAC Contract. The Conference Organizers will be charged for this service in accordance with the fees and procedures described in that agreement. The organizers will cooperate with EMAC to update and maintain the conference website, ensuring it contains all relevant information. The website will include, but is not limited to: • The venue and dates of the conference • The pricing structure and booking arrangements • Guidelines and deadlines for paper submissions • Paper track organization and chair arrangement • The conference program, initially in outline form and finalized at least one month before the conference

	• Links to accommodation booking, travel, and transportation information
	• Contact details for further information:
	  ○ For paper submission and registration queries, they should contact Anne-Laure Marteaux, EMAC Executive Officer (office@emac.academy)
	  ○ For any other queries, they should contact the conference organizers.
	The website should normally be fully operational 12 months before the conference date. It should include links to the other parts of the EMAC website and clearly display the EMAC logo.

Paper Submission	EMAC will handle paper submissions in accordance with the EMAC Conference Service Agreement attached to the EMAC Contract. The Conference Organizers will be charged for this service in accordance with the fees and procedures described in that agreement. EMAC's role is to handle the administrative aspects of the review process, leaving track chairs free to manage the scientific aspects (see the separate document on the roles and responsibilities of track chairs). All competitive paper submissions must undergo double-blind peer review using the standard EMAC paper evaluation form. The reviewers' guidelines will be published on the conference website. Reviewers are contacted in advance to obtain their commitment to review and to inform them of the review schedule and deadlines. Anticipate that not all reviewers will meet these deadlines and make contingency plans. Also, in later stages, track chairs can invite scholars from their own network to serve as reviewers, for example, for specific papers. You might also have a backup list of reviewers you can provide to the EMAC Executive Officer for short-notice, last-minute reviews.
Submissions (competitive paper)	A guide for authors (guidelines for formatting and submitting the paper) will be published on the conference website. Authors may be listed as co-authors on multiple submissions and accepted papers. However, each participant may present only one accepted competitive contribution, either as an oral presentation or as a poster. Participation in invited sessions does not count towards this limit.

	A presenting author must be indicated for each submission. By submitting a paper, the submitting author confirms that the designated presenting author intends to register for and attend the conference if the paper is accepted. If the designated presenting author is subsequently unable to attend, a co-author may take over, provided that this person is not already presenting another competitive paper or poster. Any change of presenter must be communicated to the EMAC Executive Officer before the conference. By submitting a paper, the submitting author agrees to review a minimum of 2 and a maximum of 4 papers for the track to which the paper is submitted.
Tracks and track chairs	The competitive papers are categorized (at the time of submission) into tracks to organize the scientific program into coherent streams. To ensure consistency in academic standards from year to year, the list of tracks is fixed, with minimal changes, as 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. The EMAC Executive Officer provides you with the list of Track Chairs. If new track chairs are needed, they can be appointed by the VP Conferences, based on a proposal from the conference host. The track chairs will decide on the acceptance/rejection of competitive paper submissions and help the organizer design the track sessions and allocate chairpersons/discussants (where appropriate) for the sessions following paper acceptances. Selection of chairpersons of the track sessions 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, as the session chairs are responsible for time management of the track sessions. Appointed track chairs need to be contacted to confirm their agreement to take on responsibility for the review process (see the separate document on the roles and responsibilities of track chairs).
Sessions and other meetings	The EMAC Board of Directors is keen to promote a variety of session types and other events at the conference to cater to the needs of all EMAC members. Conference hosts are therefore encouraged to propose initiatives that strengthen scholarly exchange and serve

	the needs of EMAC members. Proposals for new session formats or substantive changes to the established conference format must first be discussed with the VP Conferences. Where a proposal introduces a new format or changes EMAC policy, the VP Conferences will submit it to the EMAC Board of Directors for approval before it is announced or implemented. The conference program must include regular competitive paper sessions, plenary sessions, a poster session, and at least one Meet the Editors session. Invited sessions are optional and may be organized in consultation with the VP Conferences. 1. Regular sessions for competitive papers. These sessions should normally last 90 minutes and contain three or four papers. In sessions with three papers, each paper may be allocated up to 20 minutes for presentation and 10 minutes for discussion. In sessions with four papers, each paper should normally be allocated 15 minutes for presentation and five minutes for discussion, leaving time for introductions and transitions. Session chairs are responsible for keeping presentations and discussions within the allocated time and ensuring that all papers receive adequate attention. 2. Plenary sessions, which can take one hour or the time for one full 1.5-hour session. 3. Invited sessions. The conference organizer and the EMAC Board of Directors, through the President, Vice-President Publications, and Vice-President Conferences, can organize a number of invited sessions in which leading researchers in our field(s) are encouraged to focus on specific, important topics. There could be one or more such sessions each day, and these should be scheduled within the track program rather than as plenary sessions. The invited sessions should be announced no later than the announcement of acceptance decisions for competitive papers. 4. A poster session must be organized to enable researchers 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 (either as full papers or as

	abstracts; to be decided at the time of submission by each presenter). 5. At least one Meet the Editors session must be organized. The editor(s) of IJRM, EMAC's flagship journal, and possibly other journals, should be invited to take part. These sessions should be scheduled within the track program rather than as plenary sessions.
Conference registration	EMAC will handle conference registration in accordance with the EMAC Conference Service Agreement attached to the EMAC Contract. The Conference Organizers will be charged for this service in accordance with the fees and procedures described in that agreement.
Rates	The conference host should keep registration fees as affordable as possible while preparing a realistic budget that includes a contingency allowance. The maximum early-bird registration fee is €400, including the €125 EMAC membership fee for the year following the conference and all applicable VAT. These amounts are subject to revision by the EMAC Board of Directors and must be confirmed before registration opens. The proposed budget must account for the services charged under the EMAC Conference Service Agreement, the activities included in the registration fee, and any required contribution to the host institution. It must also explain how lower-than-expected attendance would be managed. The conference fee includes the welcome reception, lunches and coffee breaks, and the conference dinner. Other social activities may be proposed on a modular fee structure. The fee for an accompanying person should be set at a reasonable fee level in consultation with the VP Conferences. It includes only access to the welcome reception and conference dinner. **Co-author(s) CANNOT benefit from the accompanying person fee.**
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 the conference. This is the early bird rate as specified above. 2. Late booking fee (add 10%)

	3. EMAC does not fund registration waivers or discounts for invited speakers or members of the organizing team. The conference host may offer a reduced registration fee to invited keynote speakers at its own expense, subject to prior agreement with the VP Conferences. The full applicable EMAC membership fee remains payable for these participants. The proposed registration rates must be discussed with the VP Conferences and submitted to the EMAC Board of Directors for approval before registration opens.
EMAC Support	EMAC will financially support the organization of the conference up to € 1500 as follows: any activity consistent with EMAC mission, planned by the Conference Organizers and agreed in advance with the EMAC VP Conferences.
Contribution to the organizing university	Some universities require conferences organized by their staff to contribute to central funds. If the host's university requires such a contribution, the conference host should include these costs in the budget plans.
Name tags	The conference host should provide a name tag for each participant. Participants should indicate how their name and affiliation should appear on the tag (while registering for the conference). Names should be readable from a few meters away.
Proceedings	The conference host must provide information on the program and the papers through 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. EMAC will provide electronic conference proceedings. Authors of accepted papers and posters may choose to include either their full paper, subject to the applicable formatting requirements, or an abstract only. The conference host must provide EMAC with the information required to prepare the proceedings and support any application for inclusion in the Web of Science Conference Proceedings Citation Index. Inclusion is subject to the indexing provider's assessment and cannot be guaranteed.

	Authors retain copyright to their work. Permission to publish the selected version must be obtained during the submission or acceptance process. 3. In case the conference host decides to make use of an app (which was highly valued by attendees in previous years), the app should include information on the venue, program, and sessions. Full papers must not be published in the app.
Social program and catering	The conference program must contain the following events: 1. Welcome reception with snacks on Wednesday evening before the conference starts (18:00-20:00). 2. Lunches during the conference on Wednesday for the participants of the ERS, and on Thursday and Friday for all participants. Lunch arrangements should take into account the need to move many participants through quickly. 3. Conference dinner on Thursday evening. 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 an expensive venue, menu, or entertainment choices. We suggest that the conference host take measures to prevent food waste (e.g., by asking conference participants to complete a form indicating which meals and breaks they plan to attend).
Publishers' exhibitions	We wish to encourage publishers, software suppliers, and other companies to display recent items of interest to conference participants and to attend to discuss members' needs and publishing intentions. Reasonable fees should be charged for their participation (see further details in the document for publishers). The fee should, however, include one participant's attendance at the conference, including all rights for regular conference participants. The host should ensure that publishers get the most from their investment by facilitating a setup where there is likely to be good through-traffic (e.g., adjacent to coffee/lunch facilities).
Post-Conference	During the conference, a meeting should be arranged for the Conference Chair, the EMAC VP Conferences, and the Chair of next year's conference to discuss lessons learned. After the conference, the 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!