SPRING CONFERENCE GUIDELINES

Introduction

The EMAC Spring Conference is the most significant user benefit of EMAC membership and the highlight of the EMAC calendar. It serves as a major platform for the exchange of ideas, dissemination of research findings, and discussion of work in progress, as well as an opportunity to catch up with old friends and network with new colleagues. The conference is a partnership between the EMAC association and the organizing 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

Before the conference	The potential host of the conference should contact the VP Conferences. Next, the VP Conferences informs them about the various aspects of organizing the Spring Conferences. In addition, the VP Conferences proactively approaches marketing scholars who could be interested in hosting the conference, Potential conference hosts have to submit a bid book containing specific details regarding organizing, financing, and planning the EMAC Spring Conference. The EMAC Vice-President Conferences is responsible for the 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's Conference Chair should proactively attend the EMAC spring conference. Conference hosts are asked to attend and to meet with the Board of Directors in the Spring before the conference, to review plans and facilities for the conference.

Date and schedule	The conference is held in the final week of May each year. The general schedule of the conference is as follows: - Sunday afternoon: Doctoral Colloquium sessions - Monday & Tuesday pm: Doctoral Colloquium sessions - Tuesday morning: EMAC Board of Directors meeting - Tuesday evening – Opening reception - Wednesday/Thursday/ Friday – main conference - Thursday morning –General Assembly (plenary; 1 hour; before start of sessions) - Thursday afternoon (14:00-15:30): EMAC Advisory Board Meeting - Thursday 16:00-17:30: keynote (16:00-16:30) followed by the award session (16:30-17:30) (both plenary; no session at the same time) - Thursday (17:30-19:00) 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 facilitates informal interaction and networking, as well as provides for formal paper 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 20+ parallel sessions. These conference rooms may accommodate 50 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 Board of Directors, the prospective EMAC conference host is required to present contingency plans for handling changes in attendance (for example, if 100 or 200 attendees are registered above or below the forecast). Academic conferences 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.

	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. 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 and Doctoral Colloquium
	• The pricing structure and booking arrangements
	• Guidelines and deadlines for paper and poster submissions
	• Paper track organization and chair arrangement
	• The conference program, including EMAC meetings and special sessions, 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.

Doctoral Colloquium	The Doctoral Colloquium (DC) will be held for 2 days before the conference. The DC organizing committee consists of the DC chairperson (decided by the Board of Directors, on a rolling three-year cycle), a scholar from the conference host university, and the EMAC Executive Officer. The EMAC Executive Officer 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 Executive Officer, 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. This welcome reception should include some drinks and finger food, given that the participants will most probably arrive directly from the airport; • Lunch for Monday and Tuesday; • One Dinner (typically, on Monday evening); • Coffee breaks. Hotel bookings: • Recommending 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 of the DC venue, if possible, to reduce the need for transportation and the associated costs. • For students: The EMAC website should provide a link to facilitate hotel bookings. • For faculty members: The conference host will arrange suitable hotel accommodations for faculty members and the Doctoral Colloquium Chair. The conference host covers the costs for 2 or 3 nights (2 nights is the default, assuming arrival on Sunday and departure on Tuesday; 3 nights are available only to DC faculty members who otherwise cannot reach the DC venue on Sunday morning). The conference hosts covers for a double room breakfast included. If the faculty needs extra (i.e triple room), they have to pay the difference. • Most faculty members will attend the main conference and should be offered the option to stay at the same hotel, though they would be responsible for covering the cost of **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, primarily based on the DC fee, should cover the following costs: o Costs, if any, for the meeting rooms o Catering and meeting room equipment as specified above o 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. o DC dinner on Monday evening The EMAC Board of Directors will set a maximum rate below which the DC fee should be set. Currently, this maximum is 260 euros local VAT included.

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 papers should be reviewed double-blind using the standard EMAC paper evaluation form. Current acceptance rates are around 50-60%. However, this is dependent on the quality of submissions within a track. 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 submit more than one competitive paper to the conference, but only one may be accepted for presentation. This means that they can be a 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. By submitting a paper, the submitting author commits to attending the conference and presenting the paper if it is accepted. If, after acceptance of the paper, the submitting author is unable to participate in the conference, only one of the co-authors may assume the presenting role, provided they do not already have another competitive paper to present at 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 they submit their paper.

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 track 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).

Submissions (special session)	A guide for authors (guidelines for formatting and submitting the special session) will be published on the conference website.
	
	Proposals for a Special Session should be designed to fill one full 90-minute slot. There are several options for structuring a Special Session:
	
	• A "regular" Special Session covers either four papers or three papers plus a discussant.
	
	• We also encourage Special Sessions with innovative and interactive formats, such as:
	
	  ○ a panel discussion on a certain topic of interest or
	
	  ○ Special Sessions featuring impulse presentations and audience discussions.
	
	It is possible to submit multiple related Special Session proposals; however, each must be submitted separately by a different researcher. Each proposal will be evaluated independently by the reviewers. Each researcher can submit only one Special Session as a submitting chairperson and present only one paper in a Special Session but may be involved as a co-author in two or more Special

	Sessions. The same group of researchers can organize at most two Special Sessions. Proposals must be submitted by one session chair, who is responsible for all aspects of the submission and serves as the corresponding author for the entire session. The submitting chair can share responsibility and accountability for the session with co-chairs, but there can be only one submitting session chair. The submitting session chair is responsible for managing the Special Session during the conference and ensuring that all presenters are present. By submitting the session, the chair(s) and all presenters guarantee their availability for the session to be scheduled at any time between Wednesday 8:30 and Friday 18:00. By submitting a session proposal, the submitting author commits to reviewing at least two and no more than four Special Session proposals.
Sessions, Special 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 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 for EMAC Meetings): 1. Regular sessions for competitive papers; in about 15 to max 20 parallel sessions, 1.5 hours 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 (at the time of submission) 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. Scholars may serve as chair of only one special session; however, they may be involved (as an author) in two or more special sessions. The same group of researchers can organize at most two special sessions. These special sessions are not scheduled consecutively but are offered throughout the conference program. 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 awards ceremony, where the winner of the EMAC Distinguished Marketing Scholar Award (if awarded that year) is invited as keynote speaker.
5. 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. Typically, the VP Publications organizes one or more sessions together with the editors of the EMAC journals IJRM. The invited sessions should be announced no later than the announcement of acceptance decisions for competitive papers and special sessions.
6. The EMAC Board of Directors initiated several Special Interest Groups (SIGs) around key topics within the marketing discipline. These SIGs run a "mini-conference", typically one 1-hour session, within the EMAC conference. The Board of Directors determines which SIGs to organize. The SIGs should inform you by the paper submission deadline whether they will organize a SIG at the conference. The EMAC Executive Officer will provide you with the list of SIGs to be accommodated in the program.
7. A poster session 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). Typically, the poster session is scheduled right after the keynote and award session as a plenary session, often accompanied by drinks and/or snacks to maximize attendance.
8. 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.

	9. A special session should be organized for the presentations by the nominees of the EMAC/NIM Doctoral Dissertation Award, preceded and followed by the jury meeting in a separate room. 10. A special session should be organized for the presentations by the winners of the EMAC/Sheth Foundation Sustainability Research Competition. 11. EMAC Board of Directors meets on Tuesday morning (normally 9:00-12:00 hrs). This meeting requires a room for 10 people, a projector, and refreshments, including coffee/tea in the room for the duration of the meeting. A short lunch should also be provided. 12. The Advisory Board Meeting meets on Thursday afternoon from 14:00 to 15:30 hrs. 13. The Editorial Board of IJRM meets on Tuesday afternoon (normally 17:00-18:30 hrs). This meeting requires a room with a capacity of at least 40-50 persons, allowing a hybrid meeting. There should be catering for the participants covered by IJRM. Please get in touch with Cecilia Nalagon, IJRM Managing Editor, for details. 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 sessions start. This Room should be able to seat about 50-100 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 careers. 16. During the conference, a Heads of Marketing lunch meeting should be organized. The EMAC Executive Officer will provide you with the complete list of meetings scheduled for the conference, along with the requirements for each.
Conference registration	EMAC will handle conference registration, including registration to the Doctoral Colloquium, 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 rates should be kept as low as possible. Ensure, however, that you allow a margin for contingencies.

	The EMAC Board of Directors will set a maximum rate below which the conference fee should be set. Currently, this maximum (early bird) rate is 675 euros, which includes the 125-euro (21% Belgian VAT included) EMAC membership fee for the year after the conference and the conference fees (the conference fee should be calculated to include local VAT when the conference fees are not VAT exempt). 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 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 waive or offer a discounted conference registration fee for invited speakers or the hosts themselves. However, the conference host may offer a reduced rate for invited "keynote" speakers, at the host's 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 Spring Conference. ONLY students accepted into the Doctoral Colloquium can participate in the Colloquium and attend the EMAC Spring Conference at a 50% discount to the conference fee. EMAC covers the remaining 50%, but they still need to pay the full membership fee (€125). We **do not** announce the discounted fee for students attending the Doctoral Colloquium and the main Spring Conference on the website, as the DC is a closed event. The EMAC Executive Officer will provide you with the amount to be charged to the DC + Conference participants. 6. 20% discount on the conference fee (excluding the EMAC membership fee for the year after) for all PhD students (except those participating in the DC and conference, as they already get a 50% discount).

	The PhD student needs to upload proof of their PhD status before paying the PhD fee. This applies only to the first 200 PhD students on a first-come, first-served basis. These rates need to be discussed and agreed upon with the EMAC Board of Directors (VP Conferences).
Contribution to EMAC	Each conference host is expected to transfer a fixed sum to EMAC for its general support in organizing the conference, as per the contract. The Board of Directors determined this sum to be 20.000 euros.
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 proceedings**. The authors of accepted papers or posters can choose to either publish their full paper (10 pages) or only the abstract in the web environment. The conference host provides EMAC with all relevant details about the presented papers, posters and special sessions so that the proceedings can be included in the Web of Science Conference Proceedings Citation Index (a document containing these details will be provided separately). 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. **DO NOT publish the full papers on the app**. The choice of the app is left to the conference host.

	Authors hold copyright to their papers. Conference hosts must obtain authors' permission to publish their papers in the conference proceedings, in electronic or other forms deemed appropriate, e.g., as requested on the submission form.
Social program and catering	The conference program must 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 from Wednesday to Friday. Lunch arrangements should take into account the need to move many 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 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). 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 financial contributions from sponsors or by charging an additional attendance fee. • 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 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). **EMAC has a special agreement with Elsevier, the publisher of the International Journal of Research in Marketing (EMAC's flagship journal). According to this agreement, Elsevier can obtain, free of charge, display facilities for the journal (including a booth) and related products at the conference venue, and it acquires all rights for regular conference participants. This agreement includes one participant's attendance at the conference. If the publishers send several delegates, others should also pay the conference fee.**
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 immediate 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!