



# International Marketing Trends Conference

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# International Marketing Trends Conference

The **International Marketing Trends Conference** offers a great variety of conferences and covers a wide range of topics with two key orientations that make it a special place:

- **“Trends”** are at the heart of the conference and will become a stronger focus of the conference. The choice has been made by the Scientific Committee to further emphasize the trends that shape the future of marketing for both academics and professional with dedicated events.
- **“Business Interaction”** with companies has always been at the heart of the conference, in particular in the many round tables involving top marketing managers. It will become even more important with new events such as business cases and a specific focus of the publications on their implications in the day-to-day marketing life.

Key events and publications of the International Marketing Trends Conference :

- **International Marketing Trends Congress**, an academic event where professors and researchers present their work on the latest research trends in marketing;
- **Poster Session**, an exchange platform which takes place in a specific location where researchers can display a paper poster illustrating their research and meet other researchers;
- **Marketing Strategy Forum**, a series of round tables and presentations where business professionals are invited to exchange with other managers and academics on the marketing strategies;
- **Healthcare Strategy Forum**, a conference dedicated to the pharmaceutical industry where top executives exchange on the key strategic issues of the industry;
- **Arts, Cultural and Creative Industries Forum**, specifically focused on meeting artists and business professionals working in the creative world ;
- **Doctoral Colloquium**, which offers Ph.D. students the opportunity to present their research and receive guidance on future directions from leading academics;
- **International Marketing Trends Awards**, which acknowledges researchers and professionals for their overall achievements;
- **Professor Elyette Roux Best Thesis in Luxury Management Prize**, which aims at acknowledging outstanding research made by Ph.D. students all along their thesis work and support future research and publications in the field of luxury brand management;
- **Best Thesis Award**, which is given to the author of a completed thesis for its outstanding contribution to research in marketing;
- **Best Paper Award**, which is given to the best conference paper;
- **Marketing Trends Journal**, a RANKED academic publication dedicated to research on the marketing trends.

# CALL FOR POSTER

## 12 key tracks :

- International Marketing
- Big Data, Artificial intelligence and Marketing analytics
- Branding and Marketing Communication
- Consumer Behavior and Marketing Research
- Digital Marketing
- Innovation and Product Management
- Marketing and Sustainability
- Marketing Strategy
- Retailing and E-Commerce
- Sales, CRM, Pricing and Promotion
- Sectorial Marketing – Services (Services, Tourism, Culture, Healthcare, Media, Education, Non profit...)
- Sectorial Marketing – Goods (B-to-B, Luxury, Automotive, Consumer Goods, Food...)

The **posters** will be evaluated by the **conference scientific committee**. They must be written in **English**. They are expected to be sent **directly by email at [info@team-imtc.com](mailto:info@team-imtc.com)** specifying **“Poster”** in the object type.

## Conference Chairs :

- Pr. Michael LINGENFELDER, Philipps-Universität Marburg (Germany)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Jjulien SCHMITT, ESCP Business School (France)
- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)

## Scientific Committee Honorary Chair :

- Pr. Umberto COLLESEI - Università Ca' Foscari Venezia (Italy)

# POSTER TEMPLATE



International  
Marketing  
Trends  
Conference

**POSTER SESSION**

**Title of research project**

**Description of research project**

**Name of author(s) and contact information**

# POSTER PUBLICATION RULES

The posters must be submitted **directly by email at [info@team-imtc.com](mailto:info@team-imtc.com)** and should clearly specify in the object type that they are proposals for the POSTER SESSION.

The posters will be assessed for both content and visual impact.

## Format rules:

- **Type of font:** Arial
- **Title (at least 36 points)** should be in bold. Author name and author's affiliations and e-mail addresses should be included. Also, for easy contact during the conference, a mobile phone number could prove useful -although this is left to the appreciation of the author-.
- **Text (at least 24 points).** A poster should be easily readable from a distance of 1 to 2 metres, and 1.5 or 2 lines of spaces should be used between each line.
- **Headings (30 points or more).** should be 25% larger than normal text. Bold or other colours may be used.
- **The amount of text** should be kept to a minimum, and each block of text should include no more than a few sentences.
- **Visual impact** (illustrations, tables and graphics) is important and the authors are encouraged to include colour images and background.
- **Presentation:** either horizontal or vertical into three or four sections

**The participants should print their posters themselves and bring them to the conference for display. The posters should be A1 (59,4cm x 84,1 cm) format and printed on a single side.**

**The posters should also be readable in A4 format in order to be included in the conference proceedings.**