

**International  
Marketing  
Trends  
Conference**

**Venice**

**18-20 January 2024**

**Isola di San Servolo**

**POSTER SUBMISSION RULES**

**23<sup>rd</sup> International Marketing Trends Conference**

**[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)**



# CALL FOR POSTER

## 13 thematic tracks :

- International Marketing
- Big Data and Marketing Analytics
- Branding and Marketing Communication
- Consumer Behavior
- Digital Marketing
- Innovation and Product Management
- Luxury Goods Marketing
- Marketing and Sustainability
- Marketing Strategy
- Retailing and E-Commerce
- Sales, CRM, Pricing, and Promotion
- Sectorial Marketing (Services)
- Sectorial Marketing (Goods)

**And a special track** dedicated to the main conference topic: **The Role of AI in Marketing.**

The **posters** will be evaluated by the **conference scientific committee**. They must be written in **English**. They are expected to be **submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)**.

## Conference Chairs :

- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Julien SCHMITT, ESCP Business School (France)
- Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover (Germany)

## Conference Honorary Chair :

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

## Conference President :

- Ms Françoise CONCHON-ANDREANI, ESCP Business School (France)


# POSTER PUBLICATION RULES

Authors are also allowed to submit posters. The posters must be submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com). The posters will be assessed for both content and visual impact.

- **Poster Format rules:**

- **Font:** Arial
- **Title:** Should be in bold, at least 36 points / Authors' names, affiliations and e-mail addresses should be included.
- **Text:** At least 24 points / Should be easily readable from a distance of 1 to 2 metres.
- **Headings:** 30 points or more (25% larger than text). Bold or other colours may be used.
- **Visual impact:** The amount of text should be kept to a minimum, and each block of text should include no more than a few sentences. Illustrations (tables, graphs and colors) are important.
- **A4 Format:** The posters should also be readable in A4 format in order to be included in the conference proceedings.
- **Printing and Size:** 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.

- **Poster Template:** A template for the poster is provided below:

 International Marketing Trends Conference	POSTER SESSION
Title of research project	
Description of research project	
Name of author(s) and contact information	

# CONFERENCE PROGRAMME RECAP.

Eventually, the International Marketing Trends Conference offers you three days of exciting events of presentations. We strongly recommend you to attend to a maximum of workshops, forums and presentation sessions.

More details to be found on each event on our website: [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

## THURSDAY

### Doctoral Colloquium

- Work on Ph.D. thesis with coaching team of 3-4 professors
- Advice on career management by leading academic
- PhD students, intermediate or advanced stage.
- 50 minutes presentations in front of leading academics

### Research Skills Development for Academics – Workshops

- Paper Writing Tips
- Theory Visualization
- Latest State of SmartPLS
- Marketing Trends Radar
- For academics of all levels
- Each workshop is a 1/2 day workshop that mixes general and personalised guidance
- *Limited number of places*

## FRIDAY

### Conference Tracks Day 1

- Research Presentations of accepted papers by their authors
- Time for discussions and feedback

### Trends Track Roundtable

- Confrontation of academics and professionals on the main current marketing trends perspectives

### Marketing Strategy Forum

- Forum of academics and business professionals
- Discussion about the most suitable marketing strategies

### Meet the Editors

- Meetings with journal editors

## SATURDAY

### Conference Track Day 2

- Research Presentations of accepted papers by their authors
- Time for discussions and feedback

### Poster Session

- Display of submitted research posters
- Time for discussion and exchanges with academics and practitioners

### Awards Presentation

- Marketing Trends Award
- Managerial Impact Award
- Pr. Roux Luxury Award
- Best Thesis Award
- Best Paper Award

# **International Marketing Trends Conference**

**ALL INFORMATION AVAILABLE ON OUR WEBSITE:**

**[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)**

**CONFERENCE CONTACT**

**[info@team-imtc.com](mailto:info@team-imtc.com)**

