

# AAA 2010 European Conference

## Universita Cattolica Del Sacro Cuore Milano, Italy

June 4-6, 2010

### Call for Competitive Papers & Special Topic Session Proposals

Based on the success we have had with our Asia-Pacific conferences, AAA is planning its first European conference, to be held in cooperation with the Universita Cattolica Del Sacro Cuore, Milano, Italy. This will be a stimulating event that focuses on research and special topics about Europe. Bob King will describe logistical details in a separate announcement once they are confirmed.

### Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in one or more European country(ies), in multiple countries including at least one European country, or that have specific implications for at least one European country in consideration for presentation at the 2010 European Conference and for publication in the *2010 European Conference Proceedings*.

All submissions are subject to blind review. Completed papers will be given first preference. However, very detailed abstracts of at least 8 pages will be considered. Authors of accepted papers or abstracts must publish either the entire paper or a one-page abstract of the paper in the *Proceedings*.

The *Proceedings* are copyrighted, and submissions may not be under consideration at other journals or conferences. Abstracts that are published in the *Proceedings* can be published in full in other publications or journals at a future date. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. Be sure to delete the title page and identification of the authors in the "Properties" function (see below) prior to submission.

Citations are to be formatted using *Journal of Advertising* style.

### Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) within Europe, in multiple countries including at least one European country.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere, (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and (4) details of how the

session will be conducted under a unifying theme, including progression among sections and participants.

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary (after the session) for inclusion in the *Proceedings* as a non-refereed publication.

*All competitive and special topics submitters will be asked to check a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper/special topics session will result in the competitive paper/special topics session being withdrawn from the conference proceedings. Only an author or presenter listed on the paper/special topics session is eligible to present at the conference.*

### **Additional Requirements**

All submissions are to be submitted via the AAA Confmaster website at <http://aaa-euro10.confmaster.net>

If you have registered for a paper submission at an AAA conference since 2007, you should already have a profile and can use your same password and ID to access the system. If you are submitting a paper for the first time, you will need to create a new profile by following the instructions on the Confmaster website.

Submission information can also be found on the AAA website at: <http://aaasite.org>.

In order to facilitate the review process, everyone must submit papers or session proposals electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format. Please use the procedures noted below for deleting identifying information from your submission.

Procedure for deleting properties for e-mail submission (in Word):

- 1) go into "file "
- 2) go into "properties"
- 3) under the headings of "Summary" & "Custom" please *erase all affiliations*. Under "Custom" be sure to delete all lines in the "Properties" box by clicking on each line one at a time and then click on the *delete box* that is present in the same window. After you have deleted all properties, click "OK" and then save your document.

Electronic submissions will be accepted beginning September 21, 2009 and must be received no later than **MIDNIGHT CST, October 21, 2009**.

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the conference website.

The contact person must also provide contact information (email, phone and fax) as well as one or two keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, advertising education, etc.).

*Note that all authors listed on the paper/special topics submission must register on confmaster before the paper can be uploaded.*

Please direct your questions regarding papers or proposals to:

Eric Haley, Ph.D. @ [haley@utk.edu](mailto:haley@utk.edu)  
Professor  
School of Advertising and Public Relations

University of Tennessee

We look forward to your submissions and hope that you will be able to attend the 2010 European Conference of the American Academy of Advertising.

General questions about the conference can be directed to:

Dr. Robert King @ [rking@richmond.edu](mailto:rking@richmond.edu)

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