



## Conference 2020

### FAQs

*This will be updated over time. Come back often.*

#### 1. Is the AAA Conference in San Diego cancelled?

- a. No, we are pleased to tell you that the conference has gone virtual instead. This decision was made out of concern for the health of our members and the desire to provide AAA members with a forum to share their research and to discuss all things advertising. We hope that all of you will be able to join us. In order to open up the registration to those who were not able to get to San Diego, we have waived the late registration fee through March 23. Come join us!
- b. Our dates remain March 26-29.
- c. The time zone for the conference will be US Central Daylight Time (CDT) our UTC-5.
- d. The timed agenda can be found at this link; the times have been slightly adjusted. <https://aaaannualconference2020.sched.com/>

#### 2. I have questions about fees....

- a. **How much will the conference registration fee be?** The conference registration fee will remain \$365. You will have online access to all paper sessions and special topic sessions in real time. You will also be able to attend the annual Members' Meeting and get access to the tributes to long-time AAA members and officers, Gordon Miracle and Pat Rose.
- b. **Why didn't the registration fee go down?** The price was kept the same as the live conference because AAA still needs to pay the hotel and event costs even though the event is cancelled. You are able to cancel your hotel rooms at no charge, but AAA is still on the hook for the guaranteed number of rooms. AAA will also incur some additional expenses for the software and having professionals manage the online presentation rooms. We are trying to be good stewards of AAA funds.
- c. **What if I need a refund because I cannot participate in the virtual conference?** While we hope that you will participate in the virtual conference, we have made arrangements for those who must cancel. Please request a cancellation refund in writing (email is acceptable) no later than March 20 in order to receive a \$165 refund (regular fee) or a \$135 refund (student fee). When cancelling, please advise if you were scheduled to present a paper, participate in panel, or moderate a session. Refunds will be made sometime in April, after the conference. All guest registration fees will be refunded in full.

#### 3. What about Meetings?

- a. **Committee meetings?** All new Chairs have been contacted about directly setting these up with their committee. Look for an email from your committee chair so you can join the group. Some of these will be via email and others will be virtual. Some committee meetings will take place outside of the conference dates.
- b. **Member's Meeting?** The Member's Meeting will be held on Friday, March 27th at 5 pm. If you are registered for the conference, you will be provided with a login for the meeting.

#### 4. How will the virtual conference work?

- a. The conference will be hosted on Zoom and will be managed by the AAA staff. There will be three to four “rooms” operating simultaneously just like live concurrent sessions.
- b. The time zone for the conference will be US Central Daylight Time (CDT) or UTC-5.
- c. You will receive the links to the “rooms” about two days (targeting March 24) before the start of the conference on its regularly scheduled days.
- d. You will be able to move from virtual room to virtual room, by logging off one link and joining another, just as you did at the regular conference.
- e. Moderators will still moderate their session and are required to register and pay the conference fee as usual.

#### 5. What are the technical specifications for Zoom?

- a. Please use a computer with high-speed internet access.
- b. Presenters will need a microphone and camera, customary on most laptops. We strongly suggest not using the built-in microphone, but a dedicated headset, to make it easier for attendees to hear you. You must be in a quiet room with your cell phone turned to mute. **More specific instructions are now posted to the conference webpage and emailed to all those registered (“How with the Virtual Conference work?”).** You will present from your own computer. The order of presentations will be maintained, and time will be managed by the Moderator. If there are questions and answers, the Moderator will receive questions in the chat, and will relay the question to the presenter. Only one presenter may present per paper presentation, but all registered co-authors are encouraged to attend the session. Please have your PowerPoint loaded when the session starts, and presenters should stay in their room the entire 90 minutes.
- c. Attendees will be muted upon arrival in the virtual meeting room. You will add your full name, the name you used to register, in the chat box so that we know who attended.
- d. We need to know exactly which one of the authors will actually be the one presenting. We will instruct you on how to tell us.
- e. Need to practice with Zoom? Learn more here: <https://support.zoom.us/hc/en-us/articles/206618765-Zoom-Video-Tutorials>

6. **Will the times change?** We will hold the conference on Central Daylight Time (CDT or UTC-5) to try to make it convenient for most of our members. Some session times have changed by 15 or 30 minutes to accommodate the online aspect of the conference.

7. **Will there still be pre-conference sessions?** We will only have one pre-conference session now. The AI pre-conference is a GO, and you can still register for it until March 23<sup>rd</sup>. The fee to this session has been reduced to \$10. Those of you who paid the higher price will be issued a refund in April. If you registered for the Diversity, Equality and Inclusion pre-conference, you will receive a full refund on the pre-conference price in April.

#### 8. What about my travel?

- a. **Hotel Reservations:** Since everyone made their own hotel reservations, it is up to you to cancel them. We recommend you cancel as soon as possible.
- b. **Airfare, Train, etc.** Since everyone made their own travel plans, it is up to you to cancel them. Most airlines are waiving cancellation fees.

#### 9. I LOVE the printed program. Will I get one?

- a. Every attendee will be provided a PDF of the usual and customary printed program with all of the sponsors’ ads. This will be provided after the conference

when we send the evaluation form. We are not distributing this now because the times in the printed program, already finished before this change to a virtual conference, are no longer accurate for the virtual conference and we wish to avoid confusion.

10. **Will there be glitches?** Probably. But we are doing everything we can to minimize these and provide a good forum for your research and ideas.