



## Call for Proposals for Pre-Conference Sessions

**2020 Annual Conference**

**March 26-29, 2020**

Hilton San Diego Resort and Spa, San Diego, California, USA

**Submission Deadline: September 15, 2019**

You are invited to submit a proposal for a full- or half-day pre-conference session concerning a topic important to you, your colleagues in the field of advertising, and the academy. A pre-conference session is the perfect venue for a dialogue of ideas and/or an exploration of new opinions and approaches regarding advertising research and education.

A complete proposal should be submitted no later than September 15, 2019, to President, Karen King at [kwking@uga.edu](mailto:kwking@uga.edu), for review by the AAA Executive Committee. The preconference session(s) will take place Thursday March 26, 2020, with the full conference running from opening reception that evening through noon, Sunday, March 29 at the Hilton San Diego Resort and Spa, San Diego, California, USA.

Proposals should clearly indicate whether the session would take place over a full day or half day and must specify a rationale for the program, possible participants, and the timing and progression among topics. Preference is given to programs that would interest a number of AAA members and possibly attract new participants or attendees to the conference. Some past topics can be revisited. The proposal should also include “how” you plan to promote the pre-conference session. It is important that your proposal include your marketing plan.

The proposals must also include a statement that all presenters agree to register for the pre-conference and conference itself. Waivers of the registration fees for special participants such as advertising professionals or non-faculty may be requested on a case-by-case basis. Following the conference, the pre-conference chair(s) will submit up to a two-page summary of the presentations to be published in the Conference Proceedings.

Past pre-conference session, topics have included:

- Big Data for Social Media Advertising Research: Opportunities and Challenges (2019)
- Time's Up™/Advertising Education (2019)
- Digital Advertising & Ethics: Research, Teaching, and Practice (2018)
- IMC in Transmedia Era: Voices from Industry (2018)
- Market Research, Consumer Insight, and Creativity (2017)
- Toward a New Discipline of Computational Advertising (2017)
- The AAA/EAA Joint Doctoral Colloquium (2017)
- Everything You've Always Wanted to Know about All Aspects of the Academic Publication Process, But Never Asked (2016)
- Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes (2016)
- The Rise of Native Advertising: An Exploration of Its Impact on Advertising, Journalism, and the Consumer (2015)
- Beyond Student Samples: Overcoming the Challenges (2015)
- Teaching with Social Media: A Hands-On Look (2015)
- Advertising Agencies: Work and Discipline (2015)

Pre-conference proposals and any questions concerning such proposals should be directed to:

Karen Whitehill King  
2019 AAA President

Jim Kennedy New Media Professor and  
Josiah Meigs Distinguished Teaching Professor  
Department of Advertising and Public Relations  
University of Georgia  
[kwking@uga.edu](mailto:kwking@uga.edu)