Call for Proposals for Pre-Conference Sessions

American Academy of Advertising 2021 Annual Conference
March 18-21, 2021
St. Petersburg, FL

Submission Deadline: August 31, 2020

You are invited to submit a proposal for a 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 August 31, 2020, to President, Eric Haley, haley@utk.edu, for review by the AAA Executive Committee.

The preconference would take place Thursday, March 18, 2021, with the full conference running from opening reception that evening through noon, Sunday, March 21.

Proposals must specify a rationale for the program, possible participants and their qualifications, 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 must also include specifics as to how you plan to promote the pre-conference session. Additionally, the proposals must 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, and requests for all waivers must be included in the proposal. 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:

- Artificial Intelligence and Advertising (2019)
- 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)
- Beyond Student Samples: Overcoming the Challenges (2015)
Pre-conference proposals and any questions concerning such proposals should be directed to:

Eric Haley, AAA President  
Professor, School of Advertising and Public Relations  
University of Tennessee, Knoxville  
haley@utk.edu