



Queensland University of Technology
Brisbane Australia



2010 INTERNATIONAL NONPROFIT AND SOCIAL MARKETING CONFERENCE

Connecting thought and action

CALL FOR PAPERS

Brisbane, Queensland, Australia – July 15-16, 2010
Submission Deadline: February 15, 2010

Social marketing is a powerful tool for individual and social change which has been used by governments and nonprofit organizations for nearly 40 years. Although most often associated with health and road safety, social marketing can be implemented across a wide spectrum of behaviours and is a credible approach to behaviour change endorsed by governments and NFPs world wide.

The Australian Preventative Health Taskforce, for example, outlines a series of recommendations that are aimed at changing the choices that Australians make through the use of effective social marketing strategies. Australia has a vision to become the healthiest country by 2020. Social marketing and the nonprofit sector are both central to achieving the vision. The Healthy Australia 2020 report places an emphasis on government, community groups and industry working together. The aim of this conference is to encourage, highlight, and promote such collaborative relationships between the social marketing academy and key stakeholder constituencies.

Nonprofit marketing and 'doing lots with little' denotes nonprofits as smart thinkers/practitioners, especially in tight times. A specific track will showcase applied and theoretical work across the nonprofits marketing gamut (e.g. fundraising/giving, branding, Web 2.0, corporate-community partnerships and multi-generational supporters).

The 2010 conference, jointly hosted by Queensland University of Technology and Griffith University will be held in Brisbane, Australia. There are many outstanding attractions in Brisbane (see <http://www.ourbrisbane.com/>) and the surrounding vicinities, e.g. the Gold Coast (see <http://www.verygoldcoast.com.au/>)

Keynote speakers include Prof. Craig Lefebvre, Department of Prevention and Community Health, The George Washington University, USA and Prof. Gerard Hastings, Institute for Social Marketing, University of Stirling.

Paper submission guidelines

We seek rigorous conceptual and empirical submissions. Empirical work that has been conducted in conjunction with practitioners (corporate, nonprofit, NGOs, or government) or has direct application for practice are particularly encouraged. Extended abstracts are to be submitted by February 15, 2009. Please direct enquiries to Associate Professor Sharyn Rundle-Thiele, s.rundle-thiele@griffith.edu.au, Griffith University.

Submissions will be blind reviewed. **Upon acceptance, authors will be invited to submit either a full paper for further review and eventual publication in a range of publications outlets, e.g. journals and edited books.** The author(s) agree to: (a) return the full paper or extended abstract in correct format in a timely fashion; and (b) have at least one author appear at the conference to present the paper.