



International
Association on
Public and
Nonprofit
Marketing

VI INTERNATIONAL CONGRESS ON TEACHING CASES RELATED TO PUBLIC AND NONPROFIT MARKETING

“Marketing for people: let’s go digital”

CALL FOR PAPERS / STUDY CASES

Dear IAPNM community members:

The International Association on Public and Nonprofit Marketing (AIMPN / IAPNM), in collaboration with the ISCAC Business School, organizes the Sixth International Congress on Teaching Cases related to Public and Nonprofit Marketing under the motto “*Marketing for people: let’s go digital*”. This Congress will be held next December 19, 2014 at Coimbra, Portugal.

The event aims joint participation of professors and students (either in person or on-line, as appropriate) in a discussion forum revealing concerns of both groups regarding the public and nonprofit landscape. This year we will provide a look at digital marketing strategies and practices to take full advantage of what the internet and other digital tools have to offer, like social media, email marketing, website design, online platforms, or facebook, in the field of public, non profit, and social marketing

At this purpose, we encourage you to form **working teams** consisting of a **professor-tutor** and **up to 5 students** who will develop and, where appropriate, will present their **5-10 pages length studies cases**, in English, Spanish or Portuguese languages, and according to the format in the template that will be provided after registration. Such cases must be referred to **any actual activities by companies, public institutions or nonprofits that are particularly noteworthy because of their digital tools, considered from a marketing view. Analysis or views from close related disciplines will also be welcome.**

CONDITIONS FOR PARTICIPATION AND REGISTRATION FEES:

a) **Face attendance** (*), for those professors and students wishing to physically attend the working sessions of the Congress and, where appropriate, submit one or more cases for consideration:

When contributing one or more cases: – Professor fee: **Free** – Student fee: **10 €**.

Without contributions: – Professor fee: **30 €** – Student fee: **30 €**.

(*) Teachers and students from hosting institution (ISCAC Business School) should register under this modality.

b) **On-line attendance**, for those professors and students who cannot physically attend the working sessions of the Congress due to distance, travel costs, etc. and, where appropriate, submit one or more cases for consideration:

When contributing one or more cases: – Professor fee: **Free** – Student fee: **5 €**.

In all cases participants will be provided a **certificate** (and, where appropriate, reflecting case submission) as well as **the publication in electronic format**. The Congress publication, with **ISBN** and supported by an **International Scientific Committee**, will include all selected cases as independent chapters.

The **Scientific Committee will award the best cases submitted** on the basis of their scientific and expositive quality. This acknowledgement will be accredited by the delivery of an additional **diploma**. Authors could also be invited to the oral presentation of their cases during the Congress and/or to publish larger versions of their work in a journal or any other specialized publications by the IAPNM/AIMPN.

DATES TO REMEMBER:

- **Registration of teams** of professors and students wishing submission of one or more cases for consideration (without limitation in number): until **October 31, 2014**. Those **professors** who have registered to this deadline will become members of the **Scientific Committee** of the Congress.
- **Case/s submission**: until **November 28, 2014**.
- **Notification of acceptance/rejection** of submitted contributions: **December 9, 2014**.
- **Congress holding**: **December 19, 2014**. Registration of participants not submitting cases for consideration: to the holding date.

STEPS FOR REGISTRATION OF PARTICIPATING TEAMS:

1. When interested in participation, the professor-tutor should send an e-mail to aimpn2014@iscac.pt stating his/her name and the students' names in his/her team/s, as well as indicating the modality of participation and the e-mail address of all of them (within the deadline of October 31).
2. The Organizing Committee will acknowledge reception of the registration message and provide, where appropriate, the professor with bank details to make the payment of the participation fee (where fees are not free) and the template for case submission (until the deadline of November 28).

For any queries or suggestions, kindly send an e-mail to aimpn2014@iscac.pt

Collaboration:

