



**2011 PMA Annual Marketing Conference**  
**“Game Changer: The Marketing Conference of Big Wins and Bold Thinkers”**  
**Call for Papers and Presenters**

### **Invitation & Overview**

To coincide with our 2011 Annual Conference—***Game Changer: The Marketing Conference of Bold Wins and Big Thinkers***—we are asking that you put forth your smartest, biggest thinking to help us understand how the game of integrated promotion marketing is changing. What are the big trends around the corner that we’ll have to be ready for in order to compete and win in the coming years? What are the insights about consumer behavior that we’ll need to incorporate? What are the opportunities for manufacturers and retailers to employ data and technology more effectively? You, your clients and the entire industry will soon go to market in vastly different ways. We want a select few to help anticipate that change.

**We are NOT looking for opinion pieces.** Rather, we seek papers built on data and facts that support any projections, insights and predictions you make.

The best papers that come out of this call will be included in a special **Centennial Resource Book** for your marketing library. This book will be provided to attendees as part of their conference materials. Authors of a select few will be invited to present their papers in breakout sessions at the conference, which takes place **April 5-6, 2011 in Chicago**.

### **Benefits of Participation**

The PMA Centennial be an extremely valuable way to highlight the thought leadership within your company, as well as an exciting opportunity to showcase and distribute your work to the industry at large.

- **Speaking opportunities.** Authors of a select few of the most compelling and relevant submissions will be offered an opportunity to present their papers in a breakout session at the conference. **NOTE: Due to extremely limited space, we will not be able to accommodate all authors in the conference agenda.** However, those who do not make the conference agenda will be offered a PMA Webinar in which to present their findings.
- **Reference book inclusion.** Articles selected will be included as part of a special conference reference book, and will be as part of the pre-event media pitch. They will also be highlighted in post-conference marketing, which will provide increased exposure for your company. The completed book will be sold post-conference and proceeds will benefit the PMA Educational Foundation.
- **Thought leadership.** Reinforce your company’s thought leadership during and after the Annual Marketing Conference
- Speakers receive FREE admission to the conference, as well as all conference-related activities, including the REGGIE Awards.

## Suggestions

We are looking for educational, insight-filled papers that explore new trends and research in any area connected to integrated promotion marketing. Our goal is to provide a useful resource that will increase the industry's understanding of how to best utilize integrated promotion marketing to drive business results. For example—and **this is not an exhaustive list**--submissions might cover the following areas:

<p><b>Promotion Tools/Tactics</b></p> <ul style="list-style-type: none"> <li>• Coupons             <ul style="list-style-type: none"> <li>○ Overall trends (spending/redemption)</li> <li>○ Mobile couponing                 <ul style="list-style-type: none"> <li>▪ Vs. online &amp; traditional</li> </ul> </li> <li>○ Delivery methods</li> <li>○ Trends in retailer acceptance</li> <li>○ Process improvements</li> </ul> </li> <li>• Sweeps/contests/games             <ul style="list-style-type: none"> <li>○ Uses in social media</li> <li>○ Experiences, cases, results</li> <li>○ What's new/mobile, other</li> </ul> </li> <li>• Sampling             <ul style="list-style-type: none"> <li>○ Digital conversion vs. traditional methods</li> </ul> </li> </ul>	<p><b>Shopper Marketing</b></p> <ul style="list-style-type: none"> <li>• Metrics</li> <li>• Process/Best practices</li> <li>• Shopper insights</li> <li>• Linking shopper marketing to the bottom line</li> <li>• Organizing for shopper marketing</li> <li>• Shopper marketing vs. multicultural or target market shoppers</li> <li>• Social shopper marketing</li> <li>• In-store media measurement</li> <li>• Packaging</li> <li>• Effective use of store data</li> <li>• Pricing</li> </ul>
<p><b>Multicultural/Target Marketing</b></p> <ul style="list-style-type: none"> <li>• MC consumer and shopper insights</li> <li>• Loyalty</li> <li>• Price sensitivity</li> <li>• Understanding the newly empowered multicultural consumer</li> </ul>	<p><b>Consumer Insights</b></p> <ul style="list-style-type: none"> <li>• Loyalty</li> <li>• Price sensitivity</li> <li>• Understanding the newly empowered consumer</li> <li>• Segments</li> <li>• New behavior/attitudes</li> </ul>
<p><b>Social media &amp; Digital marketing</b></p> <ul style="list-style-type: none"> <li>• Social shopper marketing</li> <li>• Word of mouth</li> <li>• Mobile usage</li> <li>• Social media as part of your overall integrated promotion marketing plan</li> <li>• Location-based applications</li> <li>• The ROI of APPS</li> </ul>	<p><b>Sports, Entertainment &amp; Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsorship evaluation process</li> <li>• Latest trends/best practices in sponsorship activation</li> <li>• Negotiating talent contracts</li> </ul>
<p><b>Green, Cause, CSR</b></p> <ul style="list-style-type: none"> <li>• The ROI of doing good</li> <li>• Green marketing and purchase behavior</li> <li>• Green, cause, &amp; CSR as promotion levers</li> </ul>	<p><b>Metrics</b></p> <ul style="list-style-type: none"> <li>• Measurement/ROI for any of the any area related to integrated promotion marketing</li> </ul>

## Important:

- Articles must be current as of 2010.
- Preference will be given to papers highlighting NEW original research.
- Preference for speaking slots on the conference agenda will be given to those presentations that can be presented in conjunction with a manufacturer or retailer.

## Submission Guide

In order to streamline the process as much as possible:

- Submit your topic & summary no later than **November 22**. Send an e-mail to **rfields@pmalink.org** with "CALL FOR PAPERS:" and the title of your article in the subject line. Include the following info:
  - Author name(s), job title(s) and company name(s)
  - Contact info including mailing address, telephone, fax numbers, and email address
  - Title of paper
  - Focus area of the paper
  - Summary of the paper (150 words)
  - What's NEW about your session
  - At least three (3) takeaways that the readers/audience will gain
  - Name(s), title(s) and company name(s) of presenters (if selected to present)
  - 150-word MAXIMUM bio of author(s) that contains your name, contact info and company information
- The PMA Research Committee will review proposals, and final selections will be made by **December 8** with notifications sent out **no later than December 10**.
- Final submission length requirements: 5 pages (minimum) to 15 pages (maximum).
- First round of articles or initial research results should be shared with PMA no later than **February 4, 2011**.
- Final articles to PMA by **February 25, 2011**.
- **Articles should be sent as a plain Microsoft Word document.** Articles should be single spaced and written in 12-point Arial. We will ensure that the look and feel is consistent with the overall design elements used in the 2011 Annual Marketing Conference

## Timing

<b>2010</b>	November 22	Title of article + 150-word description submitted
	December 8-10	PMA selects topics and notifies authors
	December 11-31	Authors write
<b>2011</b>	January 1-February 3	Authors write
	February 4	1 <sup>st</sup> drafts of articles/initial research results submitted to PMA
	February 7-24	PMA review/Author revision period
	February 25	Final articles

## Focus on education not self-promotion!

Submissions will be subject to PMA's intellectual property and editorial policies, including the right to edit in its sole discretion. Obviously self-promotional copy will be deleted during editorial review. Articles without educational value will be excluded from the publication.

## **About the Promotion Marketing Association, Inc.**

### ***Promote. Motivate. Accelerate***

The PMA is the national non-profit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing \$750 billion in sales, these disciplines include promotion marketing, digital marketing, shopper/retailer marketing, sponsorship and experiential marketing. Founded in 1911, the PMA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500 companies, top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc.

### **Questions?**

Please feel free to contact

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