

## 2010 CALL FOR PAPERS

The European Foundation for Commercial Communications Education (EFCCE) invites you to submit papers for the fourth edition of:

### **The Future of Commercial Communications Education in Europe**

**design akademie berlin, Berlin, 7 May 2010**

#### **Suggested topic**

We are seeking research papers **identifying where social media is heading**.

Papers can examine:

- the future trends and influences that look set to impact social media's future
- how community driven marketing can escalate brand recognition
- how to overcome social media marketing fears and failure
- how to recognise and measure success
- the way social media has affected agencies' role
- how social media will impact societal behaviour in the long term

#### **Paper submission**

Papers which present research outcomes, track trends or developments, describe case studies or works in progress, are speculative projections or challenge existing paradigms are all welcome. All submissions will undergo blind peer review, so authors should not be identified in text. The authors of the papers accepted for the conference will be invited to make an individual presentation, grouped with a number of other papers and presentations on similar topics.

#### ***Abstract specifications***

In the first instance only an abstract of a minimum of 100 and no more than 500 words is requested. Abstracts must include the proposed title for the paper, the full names, postal addresses, telephone numbers and e-mail addresses of the authors. Submission date will be no later than March 5<sup>th</sup> 2010. Notification of abstract acceptance will be communicated no later than March 15<sup>th</sup> 2010.

#### ***Full paper specifications***

A full paper will only be required when the abstract has been selected and should not be more than 5000 words long including abstracts, keywords and references. Submission date will be no later than June 30<sup>th</sup> 2010.

**European Foundation for Commercial Communications Education**

c/o EACA, 152 Bd. Brand Whitlock

B-1200 Brussels, Belgium

Tel: +32 2 740 07 10

[www.eacaeducation.eu](http://www.eacaeducation.eu)

## 2010 CALL FOR PAPERS

### *Where to send abstracts and papers*

Abstracts and papers should be submitted as Word attachments, by e-mail, together with a brief biography and digital picture of the author(s), to Florence Chalot, Conference Coordinator ([florence.chalot@eaca.be](mailto:florence.chalot@eaca.be)).

**Language of conference, abstracts and papers: English**

### **Speakers benefits**

- Waiving of the speaker's conference fee which includes conference meals and coffee breaks, plus one night accommodation in the hotel nearest to the conference venue;
- Publication of accepted papers on the European Foundation for Commercial Communications Education website and in the conference proceedings.

### **Important dates**

Deadline for submission of abstracts: **5 March 2010**

Notification of abstract acceptance: **15 March 2010**

Paper presentation: **7 May 2010**

Deadline for submission of full paper: **30 June 2010**

### **More information**

Please visit the EFCCE's website at: [www.eacaeducation.eu](http://www.eacaeducation.eu).

If you have any questions about paper submission or practical arrangements, please contact [florence.chalot@eaca.be](mailto:florence.chalot@eaca.be)

**European Foundation for Commercial Communications Education**

c/o EACA, 152 Bd. Brand Whitlock

B-1200 Brussels, Belgium

Tel: +32 2 740 07 10

[www.eacaeducation.eu](http://www.eacaeducation.eu)