

## AAA 2027 Pre-Conference Sessions

### Call for Proposals

March 18-21, 2027

Planet Hollywood Resort and Casino, Las Vegas, NV, USA

Submission Deadline: August 31, 2026

You are invited to submit a half-day pre-conference session. A pre-conference session is the perfect venue for dialogue on ideas and/or exploration of new perspectives and approaches in advertising research and education.

A complete proposal should be submitted no later than August 31, 2026, to the AAA President, Hye Jin Yoon, at [hjyoon@uga.edu](mailto:hjyoon@uga.edu), for review by the Executive Committee. Please put "Pre-Conference Proposal" in the subject line of your email.

The pre-conference will take place on Thursday, March 18, 2027, with the full conference running from the opening reception that evening through noon, Sunday, March 21, at the Planet Hollywood Resort and Casino, Las Vegas, NV, USA.

For AAA 2027, we are looking to have **two half-day sessions (9:00 AM – 12:00 PM, 1:00 PM – 4:00 PM)**. When preparing your proposal, please choose one of the following (please clearly indicate which pre-conference you are submitting your proposal for):

**Pre-Conference 1:** Session dedicated to helping student and/or junior faculty members in building a successful research program. Topics could include successfully setting a research agenda, launching research projects, finding research teams and partners, navigating the review process, and getting published.

**Pre-Conference 2:** A topic of your own choosing that does not overlap with the first topic. A topic that is important to you, your colleagues in the field of advertising, and the Academy.

Proposals should clearly specify the rationale for the program, the possible participants, and the timing and progression of topics. Preference is given to programs that will interest a number of AAA members and possibly attract new participants or conference attendees. Some past topics can be revisited. The proposal should also include "how" you plan to promote the pre-conference session. Both information sessions and interactive breakout sessions could be considered as part of your program.

The proposals must also include a statement that all presenters agree to register for both the pre-conference and the conference. Waivers of registration fees for special participants, such as advertising professionals or non-faculty, may be requested on a case-by-case basis, and all waiver requests must be included in the proposal. Following the conference, the pre-conference chair(s) will submit a two-page summary of the presentations for publication in the Conference Proceedings.

Past pre-conference session topics have included:

Integrating AI in Advertising Education (2026)

Exploring the Potential of Generative AI in Academic Research - Demonstrations, Reflections, and Debate (2026)

Challenges and Directions for Advertising Research in Multicultural Settings (2025)  
Working in Academia: Building an Academic Reputation & Successful Career (2025)  
Opportunities, Challenges, and Ethical Implications of Generative Artificial Intelligence in Advertising and Mass Communication (2024)  
How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts (2024)  
Changing Tides: How Advertisers Are Shifting Their Gender Portrayals in Commercial Communications (2023)  
Doctoral colloquium - A Compass to Help Navigate the Academic Landscape Early on in Your Career (2023)  
Diversity, Equity, and Inclusion in Advertising Research, Teaching, and Practice (2022)  
Advertising in the Metaverse (2022)  
From Celebrity Endorsements to Influencer Marketing: Current Topics and Research Opportunities (2021)  
Doctoral Student and Junior Professor Symposium (2021)  
Artificial Intelligence and Advertising (2020)  
Big Data for Social Media Advertising Research: Opportunities and Challenges (2019)  
Time's UpTM/Advertising Education (2019)  
Digital Advertising & Ethics: Research, Teaching, and Practice (2018)  
IMC in Transmedia Era: Voices from Industry (2018)  
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)  
Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes (2016)  
The Rise of Native Advertising: An Exploration of Its Impact on Advertising, Journalism, and the Consumer (2015)  
Beyond Student Samples: Overcoming the Challenges (2015)  
Teaching with Social Media: A Hands-On Look (2015)  
Advertising Agencies: Work and Discipline (2015)  
Obtaining Funding for Your Research: Grant Writing and Outreach Strategies for the Advertising Researcher (2014)  
Big Data for Advertising Research and Education (2014)

Pre-conference proposals and any questions concerning such proposals should be directed to:

Hye Jin Yoon  
AAA President  
University of Georgia  
[hjyoon@uga.edu](mailto:hjyoon@uga.edu)

Eric Haley  
AAA Executive Director  
University of Tennessee Knoxville

We look forward to your submissions and hope to see you at the 2027 American Academy of Advertising Conference.