



Call for Proposals for Pre-Conference Sessions

American Academy of Advertising 2019 Annual Conference
2019 Annual Conference
March 28-31, 2019

Dallas Marriott City Center, Dallas, Texas, USA

Submission Deadline: August 31, 2018

You are invited to submit a proposal for a full- or half-day pre-conference session concerning a topic important to you, your colleagues in the field of advertising, and the academy. A pre-conference session is the perfect venue for a dialogue of ideas and/or an exploration of new opinions and approaches regarding advertising research and education.

A complete proposal should be submitted no later than August 31, 2018 to President, Tom Reichert at reichert@sc.edu, for review by the Executive Committee. The preconference would take place Thursday March 28, 2019 with the full conference running from opening reception that evening through noon, Sunday, March 31 at the Dallas Marriott City Center, Dallas Texas, USA.

Proposals should clearly indicate whether the session would take place over a full day or half day and must specify a rationale for the program, possible participants, and the timing and progression among topics. Preference is given to programs that would interest a number of AAA members and possibly attract new participants or attendees to the conference. Some past topics can be revisited. The proposal should also include "how" you plan to promote the pre-conference session.

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

Past pre-conference session, topics have included:

- 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:

[Thomas Reichert](#)
2018 AAA President
Dean, College of Information and Communications
University of South Carolina
reichert@sc.edu