

# Academy of Marketing Conference Host Proposal Form

## Introduction

The Academy of Marketing is a Learned Society catering for the needs of marketing researchers, educators and professionals. The organisation's primary purpose is the advancement of Marketing knowledge as a rounded discipline and profession.

With respect to the Annual Conference the guiding Principles and Philosophy of the Academy of Marketing are:

1. To provide a forum for the presentation and evaluation of research undertaken by the members of the Academy and those subscribing to its objectives.
2. To provide a network for research in marketing principally for those working in the United Kingdom and Ireland.
3. To foster a broad variety of methodological approaches and research issues in marketing and encourage cross-fertilisation between approaches.
4. To keep the total cost of the Conference affordable for the members of the Academy.
5. To support young researchers in the field of marketing, particularly through the organisation of a Doctoral Colloquium immediately prior to the main Conference.
6. To develop an agenda of research topics and integrate this with the Academy's ongoing research activities.
7. To recognise contributions to the marketing discipline.
8. To carry out any activity which the Academy considers in any way to promote any or all of the purposes as set out above.

The Annual Conference is the major event held under the brand of the Academy. As such it is integral to the services offered to our membership and it is vital that the event is managed in a professional way by the Conference Host.

## Tendering Process

**We are currently seeking Academy of Marketing Annual Conference hosts.** The following document details expectations of conference hosts, their responsibilities and information required for inclusion in a conference host proposal document.

All proposals will be considered by the Academy of Marketing Executive Committee. The Committee meets three times per annum, normally December, April, and July. Proposals can be discussed with the current Chair of the Executive Committee, and Dr Anne Foy, Academy of Marketing Administrator, at any time prior to submission of the formal proposal.

**Proposals for hosts for the Annual Academy of Marketing Conference must be submitted by email** to Dr Anne Foy, Academy of Marketing Administrative Office [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org) These proposals will be discussed at the next available Executive Committee meeting.

It is intended that decisions on hosts for conferences will occur no later than two years in advance of the conference date.

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## AM Conference Expectations - Summary Responsibilities

While the Academy maintains overall rights of approval and oversight, and will promote and publicise the Conference and assist the Institution organising it in such ways as it can, the responsibility for arranging and managing the Conference is wholly that of the Institution. In discharging this responsibility the Institution may:

1. Use other entities to assist in the organisation and conduct of the Conference.
2. Enter into agreements for sponsorship of the Conference.
3. Engage exhibitors for the Conference.

In agreeing to host the Academy of Marketing Annual Conference the Institution must, at its own expense:

1. Ensure access to and use of all the Facilities necessary for the hosting of the Conference on the agreed dates.
2. Obtain all local licences, permits and approvals to allow it to host the Conference on the agreed dates.
3. Recruit and provide such officials and volunteers as required to ensure the efficient management of the Conference in accordance with the standards expected of a major, international academic Conference.
4. Insure and keep insured a standard public liability insurance policy to cover the risks of an insurable nature associated with the hosting and conducting of the Conference. The Host Institution is liable for all and any risks associated with the hosting and conducting of the Conference.
5. Pay the Academy of Marketing a pre-agreed fee for the rights to host and organise the Conference on the Academy's behalf.

**A Conference Hosting Manual is available which outlines the expectations of the Academy in detail.** This is available on request from the AM Administrative Office, [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org)

## In preparing a proposal to host the Conference, prospective hosts should include the following information:

### Personnel

1. Names of proposed Conference Chair and Co-Chair(s). It is expected that the proposed Chair(s) will have a record of engagement with the Academy and the Conference.
2. Details of members of the department/group which will provide the Conference Committee.
3. How many from the department/group have previously attended an AM Conference, and when?
4. Details of the local Administration team, e.g. Conference co-ordinator / Bookings & registration co-ordinator / Exhibition & sponsorship co-ordinator / Provision of a team of 'helpers'. If the institution has a dedicated events team that regularly manages academic conferences on-site, make this clear in the proposal. If an external conference organiser would be contracted, include this information in the proposal.

### Facilities

1. Is the proposal to host the event on-campus, or in a dedicated space, eg sporting arena, hotel, convention centre?
2. Please provide full details of the proposed venue - The Main Conference should have: dedicated use of a secure venue with a Plenary Lecture Theatre to seat up to a minimum of 300; Minimum of 10 Breakout rooms for session tracks and other meetings; Central Exhibition area; Central refreshment/meal area.
3. Please provide details of the location, along with transport information for international delegates
4. Please provide proposed dates – traditionally the Conference is held in the first full week in July
5. If required, does the Conference have in-house AV capabilities to live-stream events?

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## Registration

1. What would be the proposed Registration Fee (note this must include the AM Membership fee for the year following the Conference)?
2. What exactly would this include?
3. How would registration be managed and paid for? Does the University have an online shop/booking system that would be used?

## Accommodation

1. What accommodation is available, e.g. on-campus, hotels? How many rooms and what cost if on-campus?
2. If accommodation is off-site, transport will be required between the Conference venue and accommodation - what would the transport arrangements be?
3. Would accommodation be booked through an online system or would delegates have to arrange this themselves?

## Academic Programme

1. What would be the proposed theme?
2. Who would be the proposed keynote speakers?

## Social Events

1. What social events would be proposed?
2. The Conference Gala Dinner venue must be able to cater for all delegates in one room – what would be the proposed location for this? Would transport be required?

## Other

1. Do the organisers have access to local sponsorship opportunities?