

ACADEMY OF MARKETING CONFERENCE

Cardiff 2024

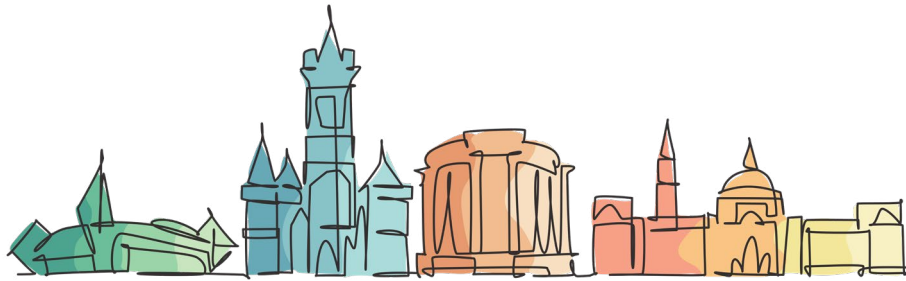
**Marketing: Fusing resilience and power for public value
– igniting marketing's social spirit**

**Cardiff Business School,
Post Graduate Teaching Centre (PTC)**

2-4 July 2024

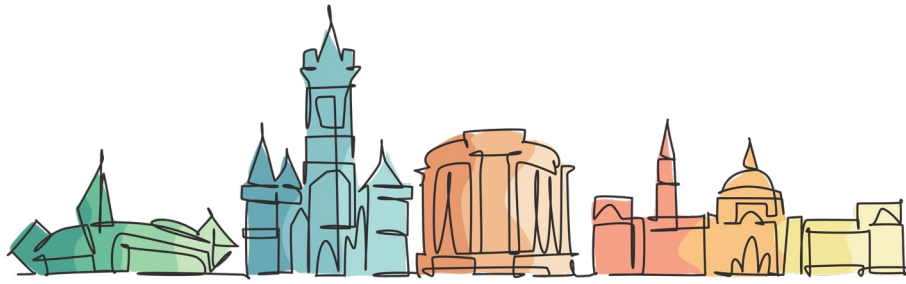
Delegate Information





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Welcome to the Academy of Marketing Conference 2024

Cardiff Business School is proud to host the 56th Academy of Marketing conference and the organising committee has been looking forward to welcoming you in Cardiff. We very much hope that you enjoy the academic element of the conference, the planned social events and your time as a visitor to Cardiff, the capital city of Wales.

The conference team have endeavoured to implement the schools Public Value ethos in all aspects of the conference planning; working with small local businesses to provide lunches, refreshments, cakes and conference merchandise. The venue is only a short walk from the city centre, the conference social venues and the city centre hotels. We encourage you to walk between the venues.

If you have any questions, please ask one of our friendly helpful team. You will meet us all at Registration and hopefully become familiar with who we are, feel comfortable to ask for any assistance you may need and experience a warm welcome to Cardiff Business School.

Professor Carolyn Strong,
Academy of Marketing 2024 Conference Chair

Meet the Conference Team



Professor Carolyn Strong



Professor Eleri Rosier



Professor
Nicole Koenig-Lewis



Dr Carmela Bosangit



Dr Olaya Moldes Andrés



Dr Zoe Lee

Doctoral Colloquium Chair



Professor Matthew Robson

Meet the Editors Chair



Dr Giandomenico Di Domenico



Beverly Frances
Events Officer



Helen Whitfield
Section Executive



Hannah Pearce
External Relations Officer

Academy of Marketing Executive Committee

President



Caroline Tynan,
University of Nottingham

Chair



Anne Marie Doherty,
University of Strathclyde

Deputy Chair



Lisa O'Malley,
University of Limerick

Secretary



Finola Kerrigan,
University of Birmingham

Treasurer



Emmanuel Mogaji,
Keele University

**Research
Sub-Committee Chair**



Lisa O'Malley,
University of Limerick

**Education
Sub-Committee Chair**



Laura Chamberlain,
University of Warwick

SIG Coordinator



Mona Moufahim,
University of Stirling

Workshop Lead



Nick Lee,
University of Warwick

ECR Representative



Killian O'Leary,
Lancaster University

Coopted

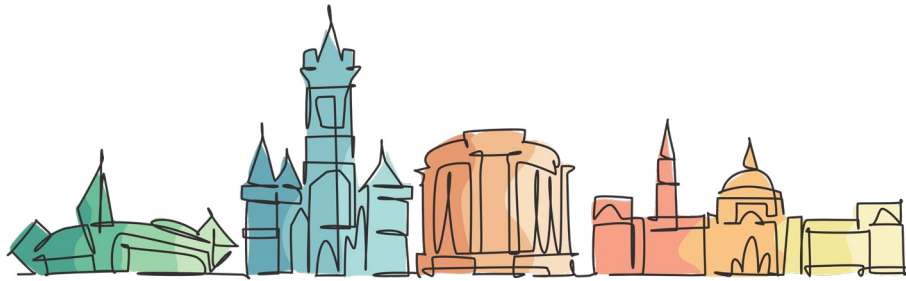


Carolyn Strong,
Cardiff University

Coopted



Dave Alton,
University College Cork



Cardiff – our host city

Cardiff is the capital city of Wales, located on the Southern coast of Wales, in the historic county of Glamorgan on the Bristol Channel, at the mouth of the river Taff, about 150 miles (240 km) west of London. Visit Cardiff provides excellent transport information for visitors including tourist information, travel and parking options and can be viewed at <https://www.visitcardiff.com/visitor-info/>

Conference Venues

Conference Location: **Cardiff Business School, Cardiff University, Wales, UK**

Competitive tracks, workshops and special session locations

The rooms you will be presenting in are all located the Postgraduate Teaching Centre on the ground floor, the first floor and the second floor.

There will be clear signs to direct you to the rooms. Please ask one of us for directions and confirmation of rooms locations if needed.

Keynote talks will be at the Julian Hodge Lecture Theatre.

Exhibitors can be found in the PTC foyer.

Lunch Station (Aberconway Building)

Lunch will be served in “The Lounge” Aberconway Building – please follow the wayfinding signs and the instructions of our lovely staff. Lunch will be provided in a clear allergen labelled sustainable box for you to take to one of the garden areas or one of the indoor designated seating areas.

Please place any litter in the provided bags for recycling.





The Conference Café (PTC 0.04)

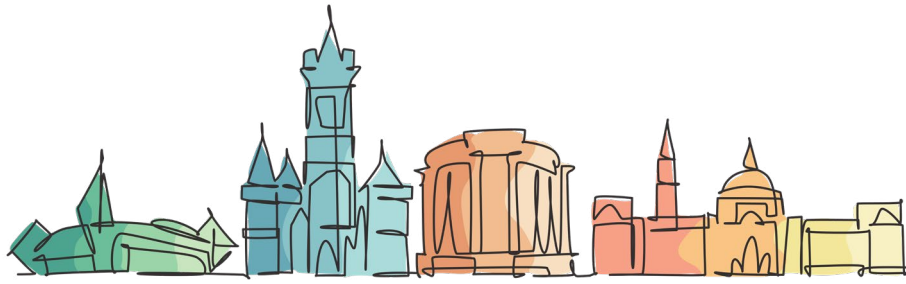
Refreshments will be served throughout the day in the Conference Café located in the PTC foyer. Cake will be provided by the Cardiff based small business Let Them See Cake. Gareth and Ryan are profiled beautifully on the BBC show Hot Cakes.

Special dietary requests will be catered for as long as this has already been specified on your registration form and communicated to the conference team.

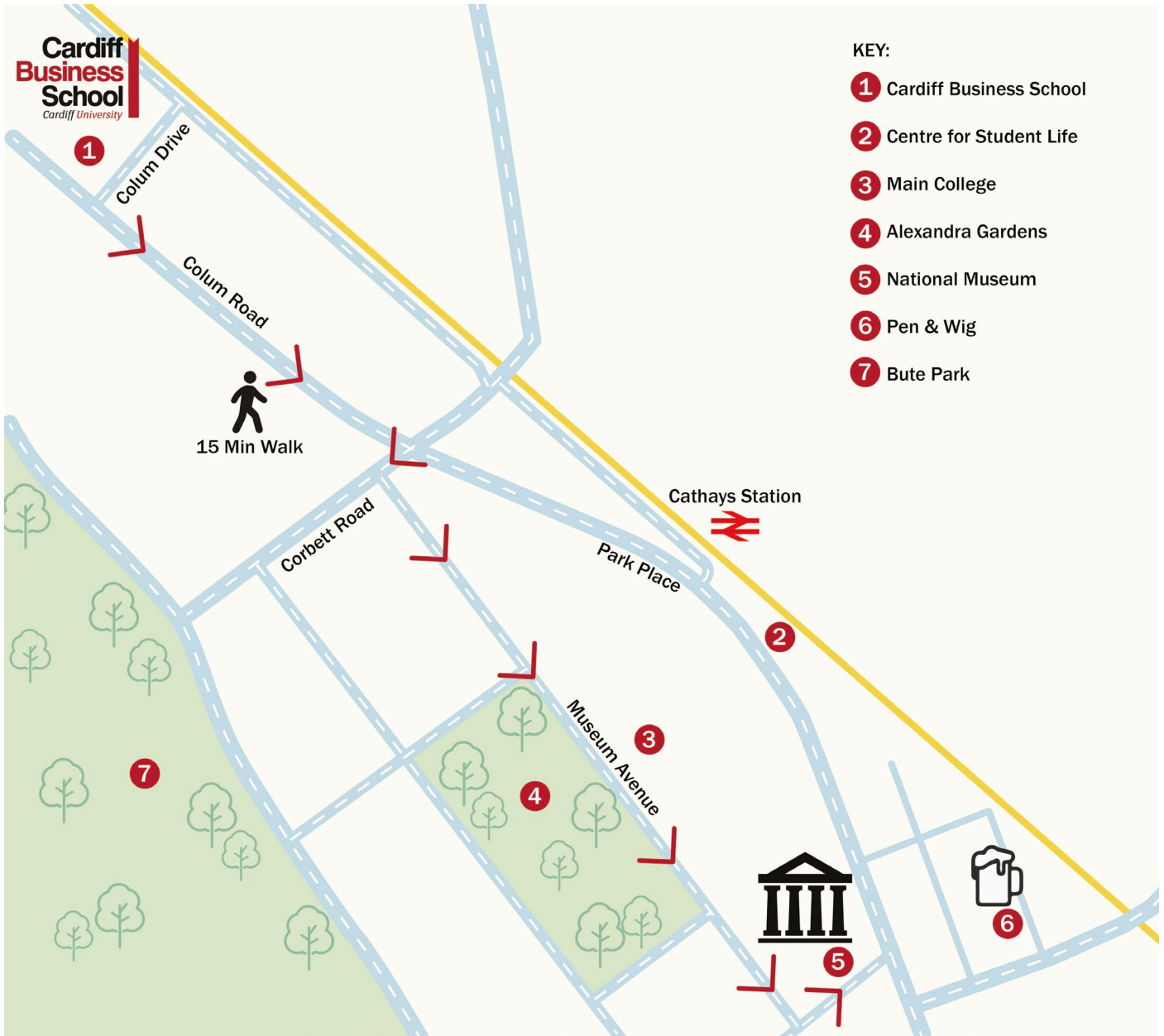
Coffee is provided by Cardiff based Manumit Coffee Roasters who offer dignity and hope to survivors of modern slavery. The coffee is roasted by men and women who have suffered exploitation at the hands of modern slave traders but are now rebuilding their lives through wellbeing support, training and employment at **Manumit Coffee Roasters**.

Milk will be delivered daily by Peter Davies Dairies, Cardiff. Dairy and plant-based milk will be provided.

Please return crockery to the Conference Café so they can be washed and ready for the next day.

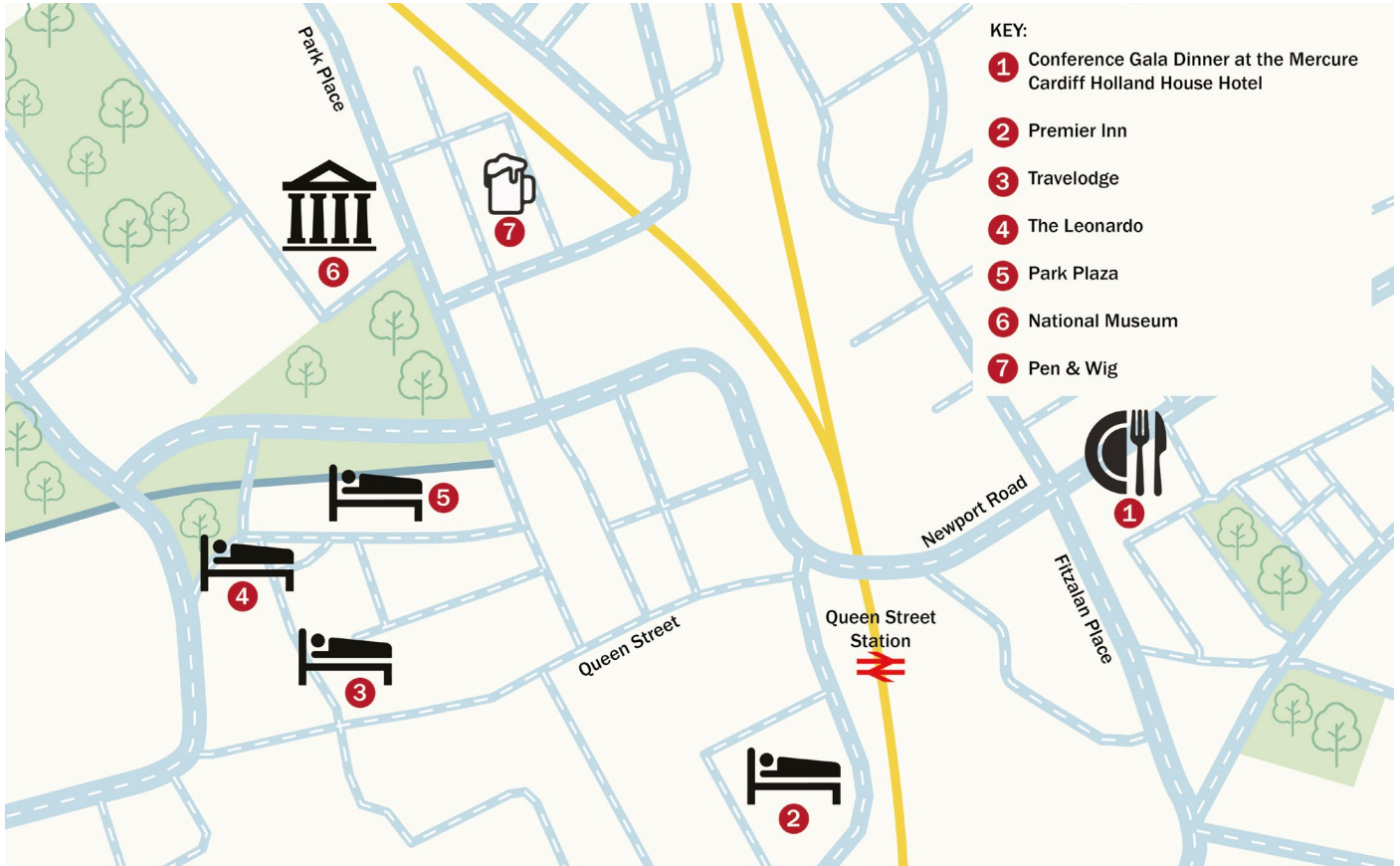


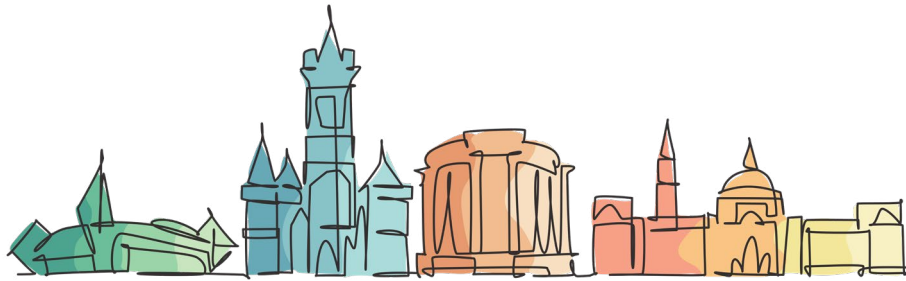
Maps





Maps





The Postgraduate Teaching Centre Foyer

General Conference Information

Location

Cardiff Business School, The PostGraduate Teaching Centre, Colum Drive, Cardiff, CF10 3EU, Wales. UK.

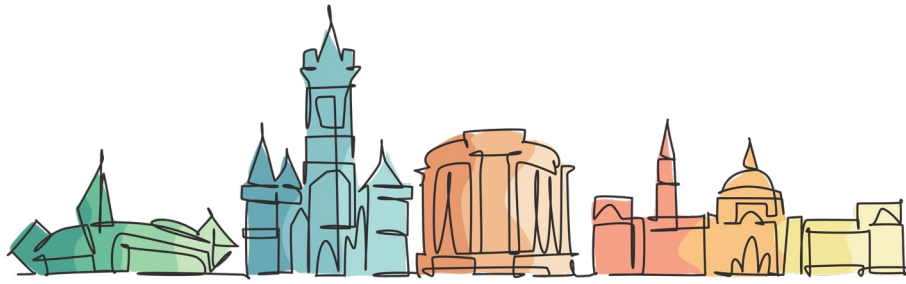
Coordinates Latitude: 51.4914 / 51°29'29"N. Longitude: -3.1845 / 3°11'4"W. OS Eastings: 317862. OS Northings: 177605. OS Grid: ST178776

what3words

///vibrate.oppose.locate

Conference QR Code





Social Media

#AcademyofMarketing, #MarketingEducation, #Marketing, , #acadmarketing2024, #MarketingAcad, #CardiffBusiness

@cardiffbusiness, @cardiffuniversity, @CbsExec, @CARBSMarketing, @Acad_Marketing

Registration

Registration will take place in the PTC foyer between 08:30 – 09:30 on Tuesday 2nd July 2024.

Luggage Storage

We will have a room available in the PTC to store your luggage. Please ask at registration on arrival.

Please note: Luggage is left at the owner's risk. For your peace of mind, we advise you to keep all valuables on your person.

Fire Alarm

If the fire alarm sounds (a continuous siren), please leave the building you are in immediately (do not use the lifts) and follow the directions given by staff and/or fire marshals. Please do not re-enter the building until you are told to do so.

Emergencies

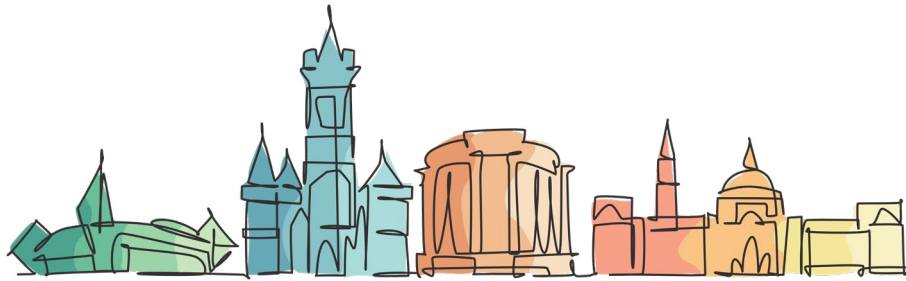
Please alert a member of Cardiff University staff should you need first aid or any other emergency assistance.

Conference Etiquette

Delegates are asked to respect the fact that many submissions are work-in-progress. Material presented at AM 2024 should therefore be treated as personal communication and is to be shared only with the express consent of the author(s). Sessions will not be recorded without the consent of participants, and the taking of photographs, screenshots, videos, and/or downloading or saving any material is strictly prohibited. When talking about the event on social media, we request that delegates do not share images of slides or posters.

Conference Code of Conduct

The Academy of Marketing aims to provide a safe, welcoming, and professional conference experience for all participants. All delegates are respectfully requested to behave in a professional manner. All communications should be appropriate for a professional audience including people of many different backgrounds. The Academy will not tolerate harassment of delegates in any form. Harassment includes sustained disruption of talks or other events, inappropriate sexual attention or innuendo, deliberate intimidation, stalking, and recording of an individual without consent. It also includes offensive or belittling comments related to gender, gender identity and expression, sexual orientation, disability, age, physical



appearance, body size, ethnicity or religion (or lack thereof), or technology choices. Any conference participants violating these rules may be sanctioned or expelled from the event, without a refund, at the discretion of the organisers. Anyone who feels they have been discriminated against, harassed, threatened, intimidated, has observed or witnessed violations of this code, or has other concerns is encouraged to immediately report these instances to a member of the Conference Organising Committee. The Conference Organising Committee and Academy Executive Committee are committed to addressing and resolving the matter to the best of their abilities. Notifying the Conference Organising Committee/ Academy does not constitute or replace a notification to appropriate legal authorities.

Conference Exhibitors

Bridgend Office Furniture (BOF)

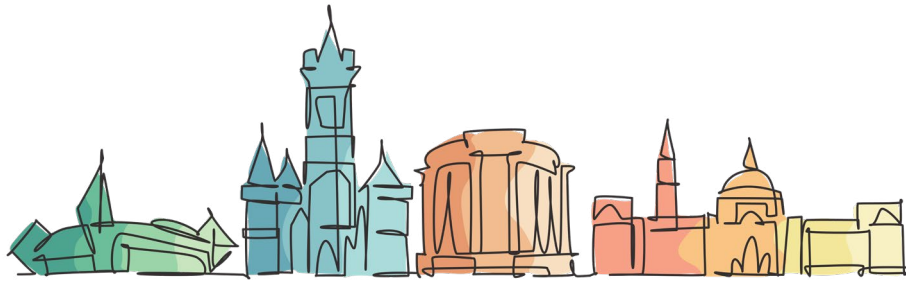
Palgrave Macmillan

Emerald Publishing

The Case Centre

STRATX

Chartered Institute of Marketing



Sustainability at Academy of Marketing Conference 2024

We are striving to implement and achieve the most sustainable credentials possible at Academy of Marketing 2024. The social, economic, and sustainable relevance of the Academy of Marketing Conference 2024 is reflected in the collaborative planning and implementation of all aspects of the event from its location to the small business locally sourced conference consumables, merchandise and entertainment.

A Walking Conference

The conference location, city centre hotels, the reception venue at the National Museum of Wales and the conference gala dinner at Mercure Cardiff Holland House hotel are all within short walking distance.

Paperless

The conference will be paperless. All materials are published online and can be accessed via the QR code printed on your delegate badge. If you have a specific need for a printed copy of the programme, please let a member of the registration team know on arrival.

Plastic free

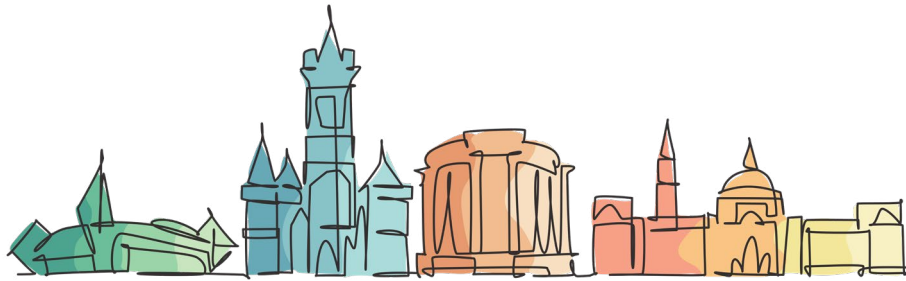
Each delegate will receive a reusable water bottle. Please refill the bottle at the chilled water dispenser in the PTC foyer. All food and drink packaging are biodegradable

Flags, banners and fabric signage

The wayfinding signage and banners around the conference venue will be upcycled into tote bags. After the conference, these will be delivered to Cardiff University Remaker Space. The team will cut and sew tote bags that can be purchased after the conference.

Tee shirts and other conference merchandise

The conference t-shirts are made from sustainable cotton. All promotion materials are produced using biodegradable eco-friendly fabric, paper and cardboard.



Conference Eco-Tote Bags

The conference eco-tote bags have been produced from furnishing fabric off cuts by our friends at **Bridgend Office Furniture** (BOF).

The variation in fabrics is reflective of the cut off fabric available at the time of production. Your conference eco-tote bag is 100% sustainable and pretty good to look at.

Eco-tote bag production at the Merthyr Tydfil factory.

Gaynor (sitting) designed, cut and stitched all of the conference eco tote bags!





Catering

In line with the Public Value ethos of the conference all catering is provided by local small businesses with a positive impact on society, a low carbon footprint and sustainable credentials.

The majority of ingredients are locally sourced, and all items prepared, cooked and baked by Welsh small business enterprises – Big Moose, Let Them See Cake, Manumit Coffee Roasters (see sponsors section of this document).

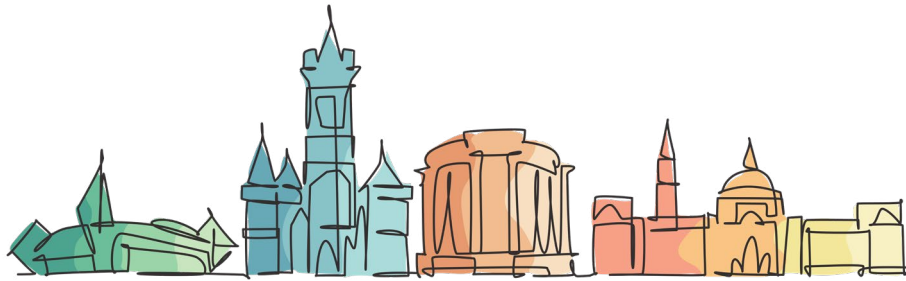
We aim to reduce food waste; any leftover food will be collected at the end of the day and redistributed to local charities. In addition, on Thursday, delegates can grab a lunch pack if they cannot stay for lunch due travel arrangements. Vegetarian, vegan, gluten free and other dietary requirements will be catered for. Please make sure you have indicated your dietary requirements on the registration form.

ACADEMY OF MARKETING CONFERENCE

<p>THE CHARCUTERIE MEATS ARE ALL PREPARED AND CURED IN THE EMILIA REGION IN ITALY. AND THE CHICKEN IS FROM OUR LOCAL VENDOR</p>	<p>FRUIT & VEGGIES ARE PROVIDED BY SULLIVANS IN CARDIFF MARKET</p>
<p>THE BREAD IS BAKED BY NOS DA BAKERY, BASED IN NEWPORT, SOUTH WALES</p>	<p>SWEET TREATS ARE ALL MADE IN HOUSE AT OUR BIGMOOSE COFFEE SHOP AND BY OUR VERY OWN TEAM</p>

Catering is plastic free; all packing and labelling are biodegradable.

Crockery and cutlery have been sourced using the most sustainable option available to us – after detailed research and consideration of the viable options we decided to hire these items which will be delivered and collected to be cleaned and returned to event every day.

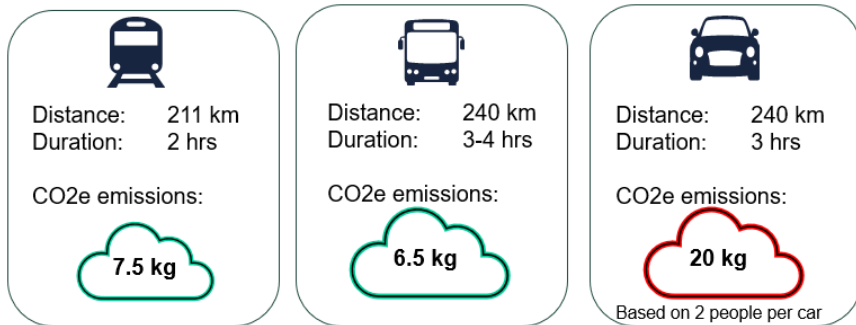


Getting to and around Cardiff – our host city

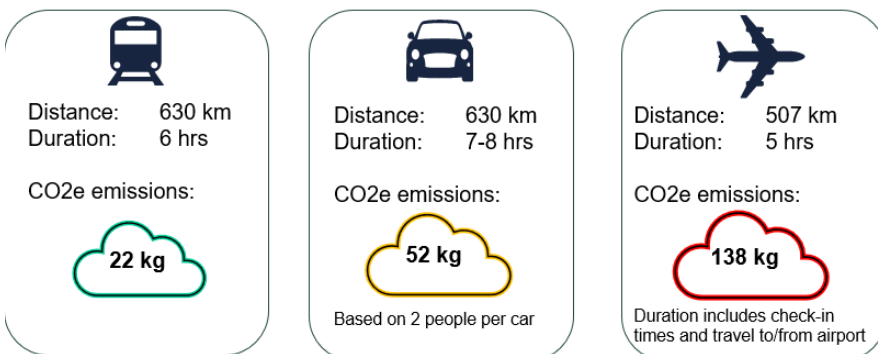
Cardiff is an easily accessible city. It has high-speed rail links from London; the M4 motorway passes the north of the city and an airport. The University is in the centre of the city.

The environmental impacts surrounding academic conferences can be significant, especially associated delegate travel carbon emissions. We recommend that (where possible) delegates consider using public transport when travelling to Cardiff and active travel during the conference. Did you know that travelling by public transport is in many cases comparable in terms of time and price, but also has a lower carbon footprint impact? For example, on average travelling by train produces around 85% less CO₂e emissions than flying and 60% less CO₂e emissions than driving.

And a single journey from London to Cardiff:

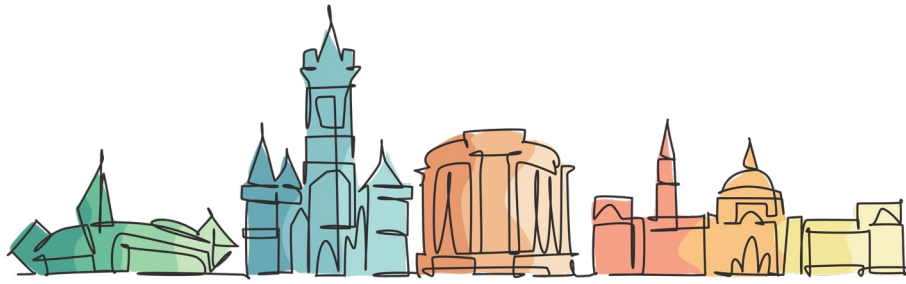


A single journey from Edinburgh to Cardiff:



¹Using conversion factors as published by UK government. i.e. National Rail Passenger km=0.035 kg CO₂ emissions, Coach Passenger km = 0.027 kg CO₂ emissions, Domestic Flight Passenger km = 0.273 kg CO₂ emissions, Petrol Car CO₂ emissions per km = 0.164 kg CO₂ emissions (for 2 people sharing = 0.082 kg CO₂ emissions)

²When trains re-routed via Gloucester – Cardiff to London - distance: 249 km, duration: 3 hrs, CO₂e emissions: 8.7 kg CO₂e emissions.



By Train

Cardiff is less than two hours from London by rail with trains leaving and arriving every 30 minutes. Cardiff also has direct routes to Bristol, Bath, Birmingham, Manchester, Nottingham, and other main towns and cities. Cardiff Central Station is conveniently located in the city centre, close to many hotels and the university (a 30-min walk from Cardiff Business School). Cardiff Cathays Station, a 9-min walk, is the nearest train station to Cardiff Business School.

Taking the Eurostar to London St Pancras is quick and easy with direct connections from Paris, Amsterdam, Brussels. Onward travel to Cardiff from London Paddington.

Please note essential work will be carried out from 3rd July to 16th July 2024 at the Severn Tunnel train tracks. Trains to London will be rerouted via Gloucestershire - train journeys from Cardiff to London will increase by 1 hour.

By Coach

Cardiff is easily accessible by coach from major UK cities. Coach travel is the cheapest form of travel in the UK. The main companies to run routes from most of the major cities and airports to Cardiff are National Express, Megabus and Flixbus.

By Air

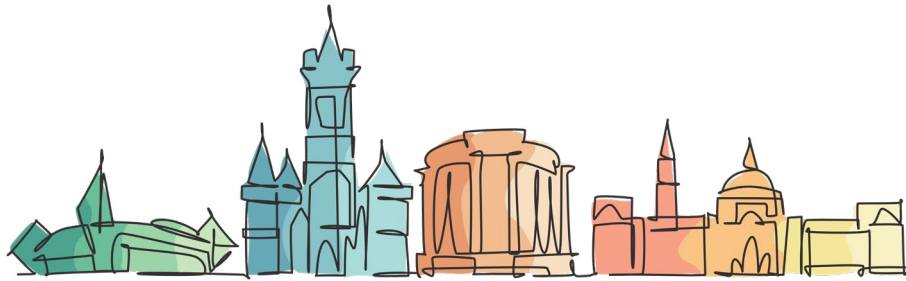
Cardiff Airport has direct flights between Edinburgh, Belfast, Dublin, Paris, Amsterdam, it also has connecting routes to worldwide destinations. Cardiff Airport is connected by public transport to the City Centre which is 13 miles away. Frequent public transport links to Cardiff City Centre by shuttle bus & rail or bus.

Bristol Airport has a large number of direct and connecting destinations and is less than 50 miles from Cardiff. From the airport, either take the **Bristol International Flyer Bus** which connects with trains to Cardiff at Bristol Temple Meads train station or take a direct coach to Cardiff.

London Airports - Cardiff is easily accessible from all major London Airports by either coach (see above) or rail from London Paddington.

By Car

Cardiff is easily accessible using the M4 motorway. The M4 runs through the north of the city, from London; from the Midlands, the North of England and Scotland it has access on the M6, M5, M50 and M4. From the South and Southwest of England Cardiff can be reached on the M5 and M4.



Please note, there is very restrictive, limited pay as you go (PAYG) parking at Cardiff University. Car Parking at Cardiff University is controlled by Nexus and we at Cardiff Business School have no control over the policing or car parking violation fines. Entrance and exit to the site is monitored by number plate recognition and the site is monitored by Nexus enforcement officers.

Please see <https://www.cardiff.ac.uk/visit/visitor-parking>

PAYG bays must be booked in advance of arrival using the 'RingGo' App.

Travel during the conference

Walking

We recommend that delegates staying in the city centre consider walking to Cardiff Business School (a 20-min walk). Check out our daily step challenge competition during the conference.

Cycling

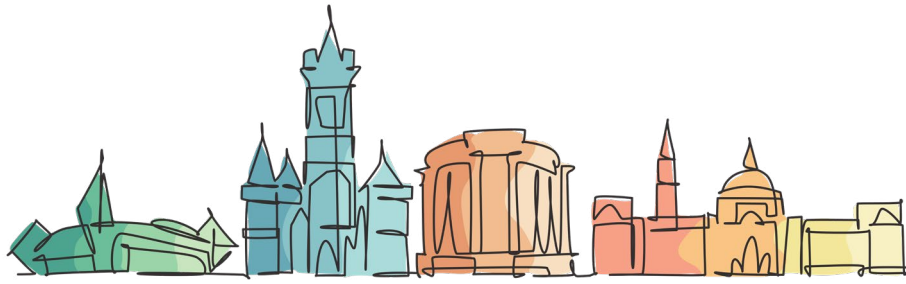
Bike hire in Cardiff

Train

Cardiff Cathays Station, a 9-min walk, is the nearest train station to the Cardiff Business School.

Taxi service

We recommend you book and pay for any personal taxi's using Cardiff University approve provider [**VEEZU**](#).



Welfare Information

Prayer Room

The Prayer Room is located on the third floor of the PTC in room 2.12.

Quiet Room

The quiet room is located on the first floor of the PTC in room 2.10.

Hot Desk Workspace Room

You can hot desk to catch up on emails etc., in the Common Room space located in the PTC room 1.20.

Nearest pharmacy

Boots pharmacy is 16 minutes walking distance from the conference venue located at 36 Queen Street, Cardiff, South Glamorgan, CF10 2RG. Opening hours 09.00 – 19.00.

Nearest grocery store

Lidl is 9 minutes walk at Maindy Road, Cardiff CF24 4HQ.

Forgotten something?

Marks and Spencer, Primark and John Lewis are situated in Cardiff city centre within walking distance from hotels and the conference venue.

Accessing the Internet

Wi-Fi will be available at our premises at all times. Here are all the details you will need to connect onto the wifi. When you connect to CU Visitor you'll get a popup and you select the option that says "I am here for a Conference/School open day." Then follow the steps that you've outlined to enter the conference ID and password. If you have any issues please come and ask a member of staff, we will be happy to assist.

Conference ID: The Academy of Marketing Conference

Password: 506101



Conference Schedule Information

Keynote Speakers



Professor Neil Morgan

Neil A. Morgan is Welsh Family Chair in Business and Professor in Marketing at University of Wisconsin, Madison.



Professor Ken Peattie

Ken Peattie is Head of the Marketing and Strategy Section at Cardiff Business School.



Chloe Smith

Chloe Smith is Co-founder of Bigmoose, a charity with a clear intention; do fun stuff that inspires people to live happier, healthier and kinder lives.



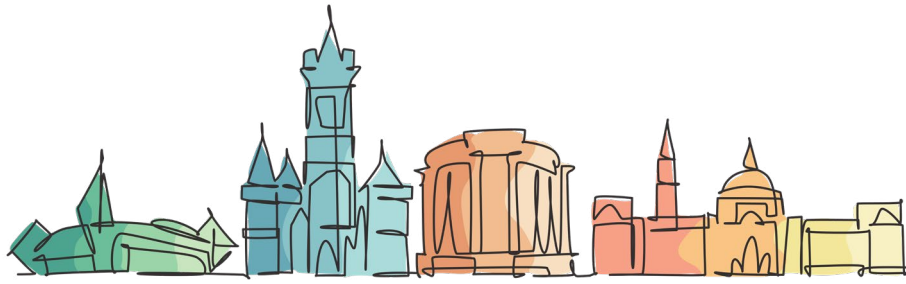
Presenter Instructions

Each session is scheduled to last between 60 – 90 minutes. Each presenter has 15 minutes to present and five minutes for questions and answers/discussion. The Track Chair will strictly implement this timing – if you run over it will negatively impact on the next presenter. You will be given 5-, 3- and 1-minute warning signals.



Please save your presentation in a flash drive USB memory stick to transfer the file to the computer in the room.

Water will not be provided for presenters in session rooms. Please remember fill your water bottle at the cold-water dispenser in the PTC foyer.



Conference Social Events

The Social Event Schedule

Tuesday 2nd July 17:00 – 18:45

Gower Gin Meet the Editors Gin Garden, in the Postgraduate Teaching Centre Foyer

Tuesday 2nd July 19:00 – 21:00

Reception National Museums of Wales

Wednesday 3rd July 19:00 – 00:00

Conference Dinner Mercure Holland House Hotel

Tuesday 2nd July 17:00 PTC Foyer – Gower Gin Meet the Editors Gin Garden

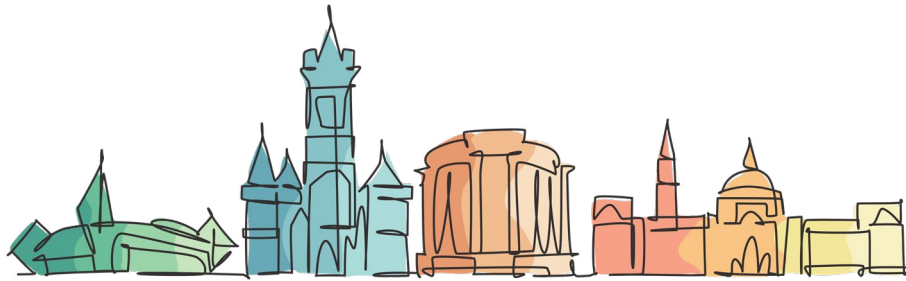
The Gower Gin Company, an award-winning Welsh gin distillery, is owned and run by Siân and Andrew Brooks and was voted Industry Choice Distillery in the Gin Guide Awards 2022.

After a long career in Management Consultancy, Andrew is now a full-time distiller. He is passionate about foraging, distilling and creating new recipes.

Siân is now involved in the gin business full-time after a career lecturing and teaching French and Spanish. Siân is constantly on a mission to find the perfect Breton jumper to match the Gower Gin label.



Siân & Andrew will be serving gin cocktails and running gin taster sessions in the PTC Foyer as a follow on from the Meet the Editors Session, giving you time to chat to the journal editors and continue the conversations started in the lecture room.



Tuesday 2nd July 19:00 – 21:00 Reception National Museums of Wales

Drinks Reception Grand Hall and [The Modernist and Impressionist Galleries](#)

Canapes and drinks will be served from 19:00.

Entertainment will be provided by Harpist – Gwenllian Parfitt-Croydon

Emily is Cardiff Business School's Undergraduate Hub Team Leader.

The Museum Grand Hall

The iconic Grand Hall is a perfect location to host an evening reception in the heart of the Welsh capital. With its magnificent marble staircases, and glorious high ceiling, it will be a night to remember under the stunning Dome.

The Modernist and Impressionist Galleries

Hosting one of the finest collections of impressionist art in Europe, we will have a private viewing of the galleries including Impressionist and Modern Art gallery, Historic Art and Potter and Porcelain galleries, where you can sip on a glass of wine whilst taking in Monet's Water Lilies, or enjoy a refreshing Elderflower fizz next to a genuine Rembrandt, or bask in the works of Welsh icons Augustus and Gwen John whilst nibbling on canapes.



CIM

The Chartered
Institute of Marketing

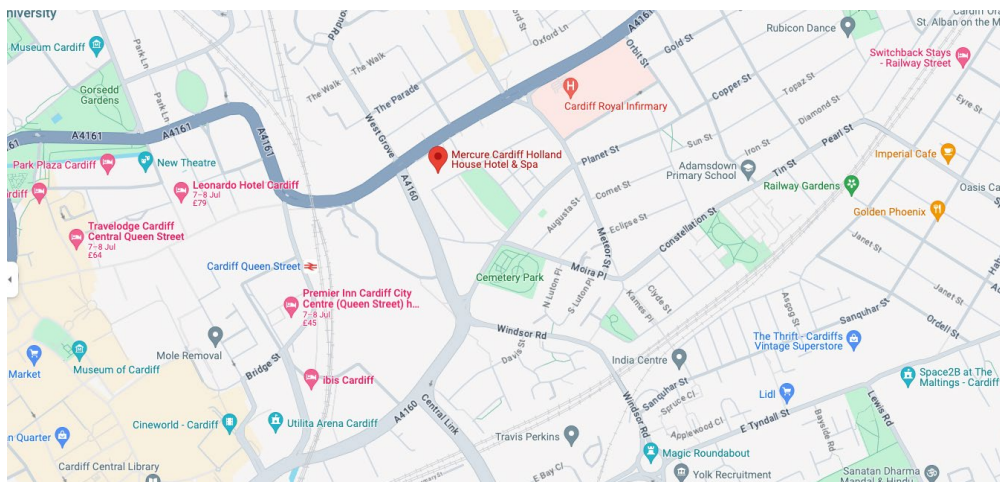
Drinks reception is part sponsored by
The Chartered Institute of Marketing



Wednesday 3rd July 19:00 – 00:00 Conference Gala Dinner Mercure Cardiff Holland House Hotel

The conference gala dinner will begin at 19:00 in the Mercure Cardiff Holland House Hotel on Newport Road, Cardiff.

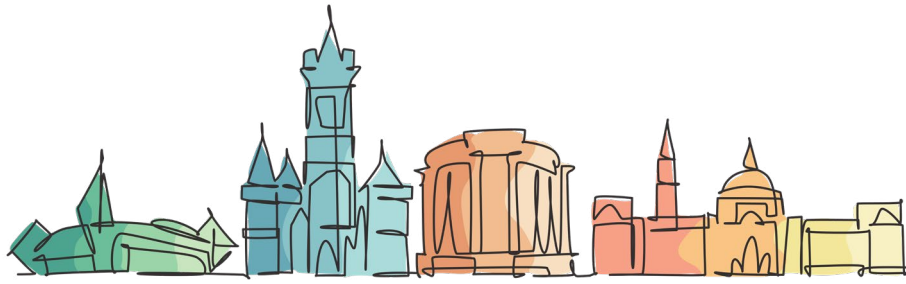
Address: 24-26 Newport Rd, Cardiff CF24 0DD



Dinner will be followed with musical entertainment from Chris Mercer and the Receptionists. Chris is a member of Cardiff Business Schools Facilities Team; you will see him about during the conference.

The dinner menu will be prepared using local sourced seasonal ingredients.

Table centre pieces have been created by a local florist using recycled bottles provided by Gower Gin; collected from their weekend Gin Garden tasting sessions and social events. Please feel free to take a floral arrangement home with you if you wish to.



Conference Sponsors

bigmoose

Bigmoose

Big Moose is a coffee shop with a heart. They work as a team to help people with their mental health including providing free therapy as well as having an open door policy, they are always open to chat and support customers, staff and the wider Cardiff community.

Bigmoose has developed into a mental health charity funded by the coffee shop profits and funding raising events across Cardiff.



Let Them See Cake

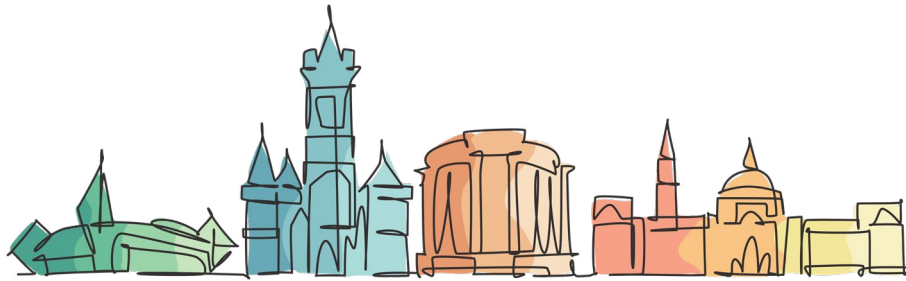
Established in 2017, the Let Them See Cake Company is run by award winning sugar craft artist and cake designer Gareth Davies, alongside his partner Ryan Rowe. Gareth has been making cakes since he was a young boy in Aberystwyth, Wales. With his eye for design and leading his small cake team, Gareth's passion is to give customers great memories by creating visually stylish buttercream cakes that taste just as flavoursome. Our homely cake shops in the heart of Victoria Park, Cardiff, offers hand-crafted stylish buttercream cakes for any occasion.



Gareth, Ryan, and the team starred in their own 5-part docu-series 'HOT CAKES' on BBC One Wales and BBC3, where viewers got to see the ins and outs of running a cake shop, as well as delving into the personal lives of the team and their interesting customers.



Catch Gareth, Ryan and their team on iPlayer.



Gower Gin

Sian and Andrew Brooks love Gower, a coastal area of Wales in Pembrokeshire. They forage for botanicals using the Foraging Code as this helps keep Gower special for everyone. Our base grain spirit is Soil Association organic, our rum is Fair Trade and organic and we buy local and ethically sourced botanicals where possible.

All of the packaging is recycled and recyclable and they have eliminated plastic in all packing. Gin is sold in both bottles (65% recycled content) and eco-pouches; both glass bottles and the pouches are recyclable.

MANUMIT COFFEE ROASTERS

Manumit Coffee

Manumit Coffee Roasters offers dignity and hope to survivors of modern slavery through training and employment. Our coffee is roasted by men and women who have suffered horrendous exploitation at the hands of modern slave traders but are now rebuilding their lives.



CIM

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Institute of Marketing

The Chartered Institute of Marketing

CIM support, develop and represent marketers, organisations and the profession all over the world. Their ability to award Chartered Marketer status recognises a marketer's commitment to staying current and abiding by a professional Code of Conduct.

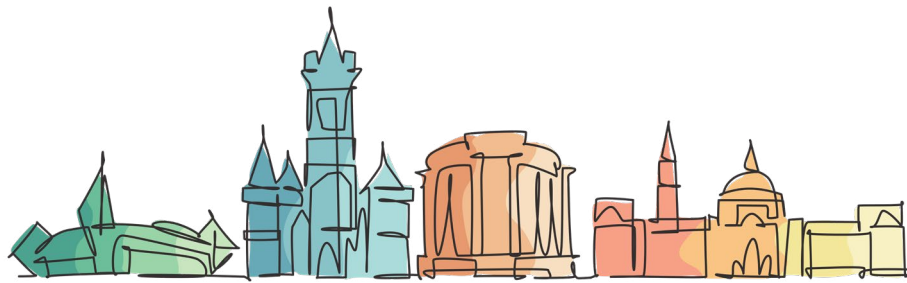
sustainable
workspaces | **bof**[®]

From their family run headquarters in South Wales BOF's creative team of experts, with over 30 years of experience, create inspiring environments by designing and delivering effective workplace experiences – workplace design is about the people - creating a satisfying, engaging and productive working environment.

BOF have generously provided stunning eco-tote bags for the Academy of Marketing Conference this year. They are all unique and sustainably made from left over sofa fabric. Please check out our newly refurbished Aberconway Student Community Hub, where they manufactured and fitted out this vibrant working space.



BOF Eco-Tote Bag



Your visit to Cardiff

The organising committee city centre recommendations

Things to see in the Cardiff City Centre

For [more information](#) on what to do and where to visit in Cardiff City.



Cardiff Arcades



Cardiff Castle



Cathays Park



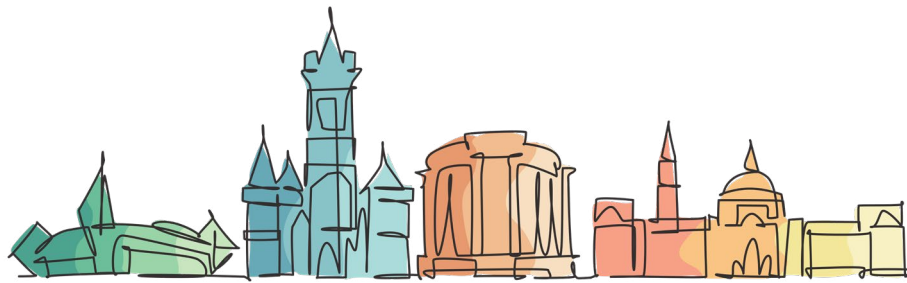
Principality Stadium



Bute Park



Climb the rugby stadium



Recommendations for places to visit outside of Cardiff City Centre



Cardiff Bay



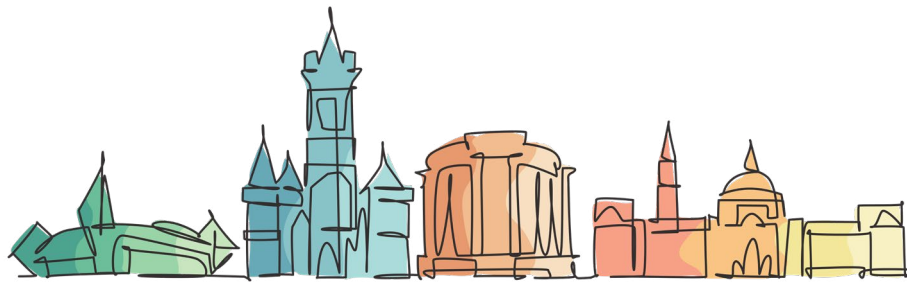
Brecon Beacons



The Gower Peninsula



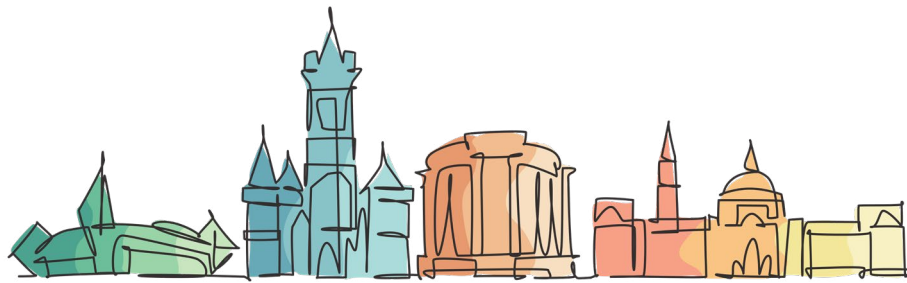
Pembrokeshire National Coastal Park



Castles of South Wales

Click for [more information](#) on our castles.





Barry Island

[Click to find out more about Barry Island.](#)

You can learn more about the [Gavin and Stacey filming locations guide](#).



Dr Who in Cardiff

[Click to find out more about BBC Programms and Dr Who.](#)

You can learn more about the [Dr Who filming Cardiff locations guide](#).





Places to shop

So many to choose from. Cardiff is a great city to shop with every high street brand from John Lewis to Primark.

We suggest this guide to the [best independent shops in Cardiff](#).

Our city centre favourite independent retail outlets

Wally's Delicatessen

38-42 Royal Arcade, Cardiff CF10 1AE

Little Welsh Company

9 St John Street, Cardiff, CF10 1GJ

Fabulous Welshcakes

44 Castle Arcade, Cardiff, CF10 1BW

Spillers Records

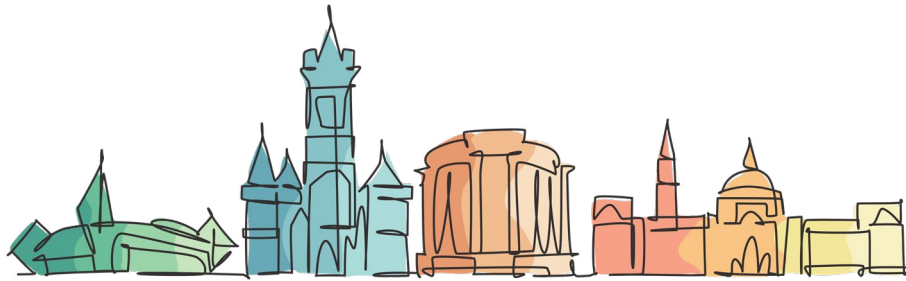
7 Morgan Arcade, Cardiff CF101AF

Cardiff Market

49 St Mary St, Cardiff CF10 1AU

Castle Welsh Craft traditional Welsh gift shop

1-3 Castle Street, Cardiff. CF10 1BS



Places to eat and drink

Restaurants

Cardiff city centre has every restaurant you could possibly wish for. We suggest [this guide](#) to help you choose.

Cafés

We recommend the following cafés within walking distance of the conference venue:

Metchy's Café is popular with University students and staff, it is a short walk along the railway track and over the bridge at 1 Cathays Terrace, Cardiff CF24 4HS.

Big Moose Café is hidden on a side street off Queen Street at 4-5 Frederick St, St Davids Centre, Cardiff CF10 2DB. You must visit their award winning toilet!

The Cardiff Caste Café Situated on the Castle's spacious terrace in the castle grounds with views of the Norman Keep, soaring towers, and beautiful gardens at Cardiff Castle, Castle Street, Cardiff, CF10 3RB.

Pubs

The Woodville historical favourite with students known as The Woody a short walk from the conference venue in the heart of the student community in Cathays at 1-5 Woodville Rd, Cardiff CF24 4DW.

The Pen & Wig is a favourite with university staff on the walk between the conference venue and city centre hotels at 1 Park Grove, Cardiff CF10 3BJ.

Owain Glyndwr a good pub to watch sport located in the heart of the city at 10 St. John Street, Cardiff, CF10 1GL.



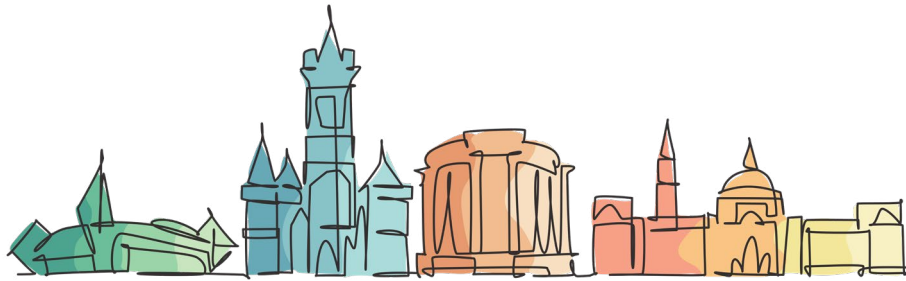
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**DR SEAN
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**DR DAVE
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CONFERENCE THEME: SAINTS & SCHOLARS

It is a great source of pleasure to welcome the Academy of Marketing Conference to Cork University Business School at University College Cork, Ireland in the summer of 2025.

