

## **Submission Guidelines**

### **First page**

1. For all authors, please indicate:
  - (a) Full name(s)
  - (b) Organisation(s)
2. For corresponding author, please indicate:
  - (a) Email address
  - (b) Telephone
3. Title of Paper
4. General subject area of abstract (e.g public health, sustainability, transport, etc)
5. Method (e.g experiment, case study, survey research, conceptual or theoretical work)
6. Is the first author a student? If so please indicate the degree programme
7. Oral presentation or poster

### **Second page**

1. Abstract not over 200 words
2. Up to five pages that effectively summarize your work. References, appendices, figures, and title page are not included in this five page limit.

#### Formatting guidelines

- Double space
- 12 point font
- 2.5 cm margins on all sides
- Avoid footnotes

**All abstracts should be submitted for review to the UK Social Marketing Conference Office, [uk@wsconference.com](mailto:uk@wsconference.com). Please direct any questions to the Conference Office [uk@wsconference.com](mailto:uk@wsconference.com) Tel: +44(0)1323 637719 Fax: +44(0)1323 644904**