

**International  
Marketing  
Trends  
Conference**

**Paris**

**16-18 January 2020**

**POSTER SESSION  
19th IMTC**

**Deadline : 15 October 2019**

**[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)**



# 19TH IMTC 2020 PARIS (FRANCE)

The 19th International Marketing Trends Conference will take place in Paris (France) on January 16-18 2020.

With over 500 speakers and contributors, from more than 50 different countries, the International Marketing Trends Conference offers a great variety of conferences and covers a wide range of topics. It has, over the years, also proven to be a unique think-tank that interacts with leading business professionals, top academic experts, professors, researchers and Ph.D. students.

The IMTC takes place alternatively in Paris (France) and Venice (Italy).

Key events and publications of the International Marketing Trends Conference :

- **International Marketing Trends Congress**, an academic event where professors and researchers present their work on the latest research trends in marketing;
- **Poster Session**, an exchange platform which takes place in a specific location where researchers can display a paper poster illustrating their research and meet other researchers;
- **Marketing Strategy Forum**, a series of round tables and presentations where business professionals are invited to exchange with other managers and academics on the marketing strategies;
- **Healthcare Strategy Forum**, a conference dedicated to the pharmaceutical industry where top executives exchange on the key strategic issues of the industry;
- **Doctoral Colloquium**, which offers Ph.D. students the opportunity to present their research and receive guidance on future directions from leading academics;
- **International Marketing Trends Awards**, which acknowledges researchers and professionals for their overall achievements;
- **Professor Elyette Roux Best Thesis in Luxury Management Prize**, which aims at acknowledging outstanding research made by Ph.D. students all along their thesis work and support future research and publications in the field of luxury brand management;
- **Best Thesis Award**, which is given to the author of a completed thesis for its outstanding contribution to research in marketing;
- **Best Paper Award**, which is given to the best conference paper;
- **Marketing Trends Journal**, a RANKED academic publication dedicated to research on the marketing trends.

# CALL FOR POSTER

## Key sessions of the conference :

- Brand Management
- Communication
- Consumer Behavior
- CSR & Ethics
- Customer Satisfaction - CRM
- Digital Marketing
- Distribution
- E-Commerce
- Marketing Research
- Marketing Strategy
- Product Innovation
- Social Media
- Sustainable Development
- Territorial Marketing

## Key industrial sectors of the conference :

- Arts & Culture
- Bank & Finance
- Food Industry
- Healthcare
- Kids & Teens
- Luxury Goods & Fashion
- Retail
- Tourism

In order to favor the multicultural exchanges, the official languages of the conference are **English, Arabic, Chinese, French, German, Greek, Italian, Portuguese, Russian and Spanish.**

All **posters** will be evaluated by the **conference scientific committee.**

## Scientific committee co-chairs :

- Pr. Jean-Claude ANDREANI - ESCP Europe (France)
- Pr. Roger BENNETT - London Metropolitan University (UK)
- Pr. Umberto COLLESEI Member of Honour - Università Ca' Foscari Venezia (Italy)
- Pr. Michael HAENLEIN - ESCP Europe (France)
- Pr. Michael LINGENFELDER - Philipps-Universität Marburg (Germany)
- Pr. Alberto PASTORE - Università di Roma La Sapienza (Italy)

The poster proposals are expected to be sent **directly by email at [poster@team-imtc.com](mailto:poster@team-imtc.com).**

**Submission deadline: 15 October 2019.**

# POSTER TEMPLATE



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Conference

**POSTER SESSION**

**Title of research project**

**Description of research project**

**Name of author(s) and contact information**

# POSTER PUBLICATION RULES

The posters must be submitted **directly by email at [poster@team-imtc.com](mailto:poster@team-imtc.com)** and should clearly indicate that they are proposals for the POSTER SESSION.

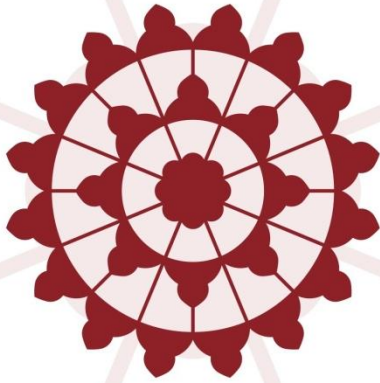
The posters will be assessed for both content and visual impact.

## Format rules:

- **Type of font:** Arial
- **Title (at least 36 points)** should be in bold. Author name and author's affiliations and e-mail addresses should be included. Also, for easy contact during the conference, a mobile phone number could prove useful -although this is left to the appreciation of the author-.
- **Text (at least 24 points).** A poster should be easily readable from a distance of 1 to 2 metres, and 1.5 or 2 lines of spaces should be used between each line.
- **Headings (30 points or more).** should be 25% larger than normal text. Bold or other colours may be used.
- **The amount of text** should be kept to a minimum, and each block of text should include no more than a few sentences.
- **Visual impact** (illustrations, tables and graphics) is important and the authors are encouraged to include colour images and background.
- **Presentation:** either horizontal or vertical into three or four sections

**The participants should print their posters themselves and bring them to the conference for display. The posters should be A1 (59,4cm x 84,1 cm) format and printed on a single side.**

**The posters should also be readable in A4 format in order to be included in the conference proceedings.**



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**CONFERENCE SECRETARIAT**

**[info@team-imtc.com](mailto:info@team-imtc.com)**

