



UNIVERSITY of  
**STIRLING**



**CALL FOR PAPERS**

*18<sup>th</sup> Colloquium on Arts, Heritage, Nonprofit and  
Social Marketing*

**Colloquium theme:**  
***'The times they are a-changin'***  
**Preparing for the unpredictable in arts, heritage,  
non-profit and social marketing**

**Friday 13<sup>th</sup> September 2019**

Stirling Court Hotel  
University of Stirling, Stirling - FK9 4LA

**(NEW) DEADLINE - 8<sup>th</sup> JULY 2019**

## Colloquium theme

Bob Dylan's lyrics to *The times they are a-changin'* from 1963 still ring very true today. Writing at a time when his country was facing political turbulence, when family values were being challenged, and when ongoing wars in faraway lands caused rife socio-political polarisation, Dylan poetically yet poignantly warns us of standing still, or of harking back to the past, when the world around us forges ahead beyond our control. Facing uncertain times politically, environmentally, technologically, and socially, marketers today are under heightened pressure to prepare for a future that is decidedly unpredictable. How have these changes impacted the fields of arts, heritage, non-profit and social marketing and what can marketers do to keep up during such challenging times, or better yet, lead the way amidst so much uncertainty?

Whilst the Colloquium organisers welcome submissions on all aspects of arts, heritage, non-profit and social marketing (see suggested themes below), we particularly welcome papers relating this year's theme of **Changing Times**.

We are interested in receiving abstracts relating to all types of methodologies, as well as theoretical papers and practitioner studies.

Both academic and practitioner papers are welcome on topics such as:

- Social marketing
- Arts, museum and heritage marketing
- Marketing of healthcare organisations
- Advertising and promotion for arts and nonprofit organisations
- Branding and positioning for arts and nonprofit organisations
- Cause-related marketing
- Campaigning and lobbying
- Database marketing
- Fundraising and donor behaviour
- Social entrepreneurship
- Place marketing
- Ethical issues in relation to nonprofit, arts and heritage marketing
- Developments in marketing theory (including critical marketing theory) in the nonprofit domain
- Public policy
- New technology and nonprofit marketing
- Relationship marketing and relationship management programmes in the nonprofit or arts marketing area
- Audience development
- Organisation of the marketing function within nonprofit or arts organisations
- Corporate image, identity, and reputation issues within nonprofit or arts organisations
- Case studies of marketing strategies that have worked successfully



### Keynote speakers:

For the 18<sup>th</sup> Colloquium on Arts, Heritage, Nonprofit and Social Marketing we are delighted to welcome **two** keynote speakers, **Prof Ian Fillis** and **Kenneth Thomson**, who will share their scholarly and business insights on marketing.

#### Professor Ian Fillis

Liverpool Business School, John Moores University, Liverpool.

Ian is recognised for his contributions to the fields of creative industries, entrepreneurship, arts marketing, and consumer research. Over the years, he has built an extensive international research network extending from Europe, North America to Australia, where he is currently engaged in a number of funded research projects on arts and entrepreneurial marketing. Ian has previously secured funding from the ESRC, Scottish Enterprise, Scottish Arts Council and the Arts Council England, and is currently PI on an AHRC project where he explores Cultural Value. Ian has published his research in international journals including the *European Journal of Marketing* and *Annals of Tourism Research*. At the colloquium, Ian will be sharing his insights on arts marketing and the creation and management of cultural value.

#### Kenneth Thomson

Marketing Manager Wallace Monument &  
Marketing Teaching Assistant, University of Stirling

As a marketing and communications specialist, Ken's career experience has spanned the fields of public transport, tour operations, resort hotels, vacation ownership, and visitor attractions. In 2004, Ken established 'Breakthrough Business Support', providing research and advisory services in hospitality and leisure for both private and public sector clients. As Marketing Manager with Stirling District Tourism, Ken is responsible for all of the communications activities undertaken for **The National Wallace Monument**, which is celebrating its



150<sup>th</sup> anniversary this year. Ken has worked with Stirling Management School (SMS) at the *University of Stirling* since 2006, delivering teaching across undergraduate and postgraduate modules on Leisure Management and Consumption and Marketing Management Applications. For the colloquium, Ken will be talking about the 'Challenge of Heritage: A Mediaeval Warrior, a Victorian Monument, and Contemporary Marketing', where he will be unpacking the challenges inherent to marketing heritage and non-profit organisations, making historical landmarks both relevant and sustainable in today's society.

## Submission Guidelines:

Submissions addressing issues related to the colloquium theme of **Changing Times** are encouraged, although contributions from the wider areas of non-profit, arts, heritage or social marketing will also be welcome. Practitioner abstracts will be considered as well. All submissions will be subject to a double-blind review process. Abstracts will be available to attendees in the colloquium programme.

A cover sheet including the title of the paper, the author's name(s), title(s), institutional affiliation(s) and contact details, with the primary contact person designated, should accompany the abstract.

Abstracts should be **750-1,500 words** in length and written in English. The Abstract should include the title of the paper and an overview of the background theoretical / practical context, objectives of paper, methodology (if applicable), main findings/points of discussion and conclusions. The author's name(s) should not be on the abstract itself. Please ensure that the text is in Times New Roman font style, font size 12, with 1.5 spacing.

**Please send your submissions as a word formatted document to:**  
[victoria.rodner@stir.ac.uk](mailto:victoria.rodner@stir.ac.uk)

Deadline for submission is **8<sup>th</sup> July 2019**

Decisions on abstracts will be announced by **2<sup>nd</sup> August 2019**

## Colloquium Fee

The fee for the Colloquium will be

- **£60** for members of the Academy of Marketing
- **£75** for non-members
- **£40** for Doctoral students.

For information on joining the **Academy of Marketing** please visit  
[www.academyofmarketing.org/membership/](http://www.academyofmarketing.org/membership/)

Payments for the colloquium will be made via the **Stirling Court Hotel's payment system**. Links to the online payment system will be circulated later on.

To encourage a new generation of arts, heritage, non-profit and social marketers, we are delighted to offer **FULL** and **DELEGATE-FEE BURSARIES** for **Doctoral Students**. **FULL BURSARIES** cover the cost of the delegate fee (£40) and accommodation for one (1) night at the Stirling Court Hotel (£65). These bursaries are designed for students based at universities in England or elsewhere, who will need to travel to Stirling for the colloquium. For local/Scottish-based PhD students, we will also have **DELEGATE-FEE BURSARIES** which will cover the cost of conference on the day (£40). These bursaries have been made available by the University of Stirling's Academy of Marketing funding. To apply, please include details about the stage of your PhD when you submit your abstract.

## Accommodation and Travel

Following on from a very successful Academy of Marketing conference in 2018, the University of Stirling is proud to host the upcoming colloquium. The colloquium will take place at our beautiful university campus in the heart of Scotland, specifically at the [Stirling Court Hotel](#), located on campus, with its on-site accommodation and excellent conference facilities. Your delegate fee will cover tea/coffees/light snacks throughout the day of the colloquium as well as a buffet lunch.

We have 20 rooms pre-booked with the hotel for out-of-town delegates wishing to book accommodation for the night before the colloquium (12<sup>th</sup> September). The cost of the room per night is **£65** with breakfast included. Other accommodation is available in nearby **Bridge of Allan** or the city of **Stirling**.

The nearest train station is **Bridge of Allan**. For other travel connections, **Stirling Train Station** is a 10-minute drive from the university campus.

For those driving, **free parking is available** at the Stirling Court Hotel.



University of Stirling's award-winning campus

## Social Gatherings

To celebrate the colloquium, we will have a dinner on the night of before the colloquium (12<sup>th</sup> September) at [Friend of Mine](#) and another celebratory dinner after the colloquium (13<sup>th</sup> September) at the [Jam Jar Restaurant](#). Both restaurants are located in walking distance from the university and the Stirling Court Hotel in picturesque village of **Bridge of Allan**. The cost of these meals are not included in the delegate fee. Please let us know if you would like to join us for either of these social gatherings and if you have any dietary needs.

## For further information please contact colloquium organisers:

Dr Victoria Rodner ([victoria.rodner@stir.ac.uk](mailto:victoria.rodner@stir.ac.uk)) / Dr Amy Goode ([amy.goode@stir.ac.uk](mailto:amy.goode@stir.ac.uk))

We look forward to welcoming you to Bonnie Scotland for the  
**18<sup>th</sup> colloquium on Arts, Heritage, Nonprofit and Social Marketing!**