



## CALL FOR PAPERS

# 17<sup>th</sup> Colloquium on Arts, Heritage, Nonprofit and Social Marketing

*Colloquium theme: Responsibility in Arts, Heritage,  
Nonprofit and Social Marketing*

**Monday 17<sup>th</sup> September 2018**

Birmingham Business School, University of Birmingham  
Edgbaston Park Road, Birmingham, B15 2TY

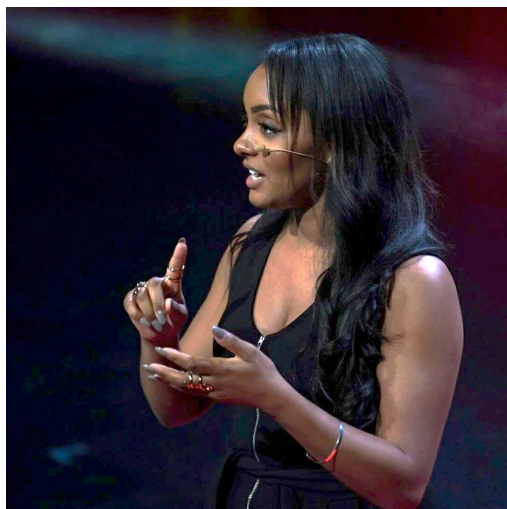
**DEADLINE FOR ABSTRACTS: 15<sup>th</sup> June 2018**

## **Colloquium theme**

The theme of the 2018 Colloquium is Responsibility in Arts, Heritage, Nonprofit and Social Marketing. Abstracts that are related to any aspects of responsibility and to any stakeholders in the field of arts, heritage, nonprofit and social marketing are welcome. There is an interest in receiving abstracts relating to all types of methodologies, as well theoretical papers and practitioner ones.

## **Keynote Speaker: Amahra Spence**

Amahra Spence is an artist and creative producer, who views her practice through the notions of equity, service, and citizenship.



In 2013, Amahra established MAIA, a production and development company, exploring how equitable, artist-led community building and infrastructure can develop and futureproof cities. Amahra's work invests in the concept of artists and citizens as catalysts for social change and justice. She is currently leading on a number of projects, including the proposal for Art Hotel, a Birmingham-based multipurpose space for presenting, developing, connecting and accommodating artists and people interested in culture.

## **Submissions Guidelines**

Submissions addressing issues related to the Colloquium theme of “Responsibility” are encouraged, although contributions from the wider areas of Nonprofit, Arts, Heritage or Social Marketing will also be welcome. Practitioner abstracts will be considered too. 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 affiliations 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 authors’ 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**  
[ahnsmkt2018@contacts.bham.ac.uk](mailto:ahnsmkt2018@contacts.bham.ac.uk)

Decisions on abstracts will be announced by **2<sup>nd</sup> July 2018**.

**Colloquium fee**

The fee for the Colloquium will be £50 for members of the Academy of Marketing, £70 for non-members and £30 for PhD students. Payment will be made via the University's online payment system. Details of this will be circulated later on.

**Accommodation and Travel**

Information on nearby accommodation and travel advice will be provided at a later date.

**For further information contact the co-organisers:**

Dr Finola Kerrigan: [f.kerrigan@bham.ac.uk](mailto:f.kerrigan@bham.ac.uk) ; +44 (0) 121 414 5658

Dr Diana Gregory-Smith: [d.gregory-smith@bham.ac.uk](mailto:d.gregory-smith@bham.ac.uk) ; +44 (0) 121 415 8194