



**BBR 2018 Conference – “Branding, Reinvented”
May 24, 2018, 8:45am- 5pm
Questrom School of Business, Boston University**

Call for Participation

We are pleased to announce the 2018 BBR Conference to be held in Boston, MA May 24, 2018. Our conference theme is “Branding Reinvented.” The conference will focus on brand relationships and their direct influence on marketing strategy.

The goals of the conference are to:

- Engage practitioner perspectives to inform academic research
- Inspire applied research and identification of practical problems
- Showcase research that helps solve practitioner problems with academic insight and research
- Spark collaborative development of informed academic research agenda
- Engage dialogue on functional and strategic implications of the new data-driven, co-created branding world

Themes to be explored include but are not limited to:

- Big Data and Branding: Promise and Peril
- When Consumers Co-Create the Brand Story
- Branding and Socio-Economic Risk
- The Changing Face of the Brand Marketing Function

The format:

To foster tighter ties between academics researching brand relationships and active brand practitioners, we introduce this year a new format that is more collaborative and engaging. Each session will feature a dialogue between Chief Marketing Officers (CMOs) and researchers. The conference agenda will be composed of short TED-type presentations mixing academic research and practitioner case-based presentations. We will be utilizing a strictly enforced 10-minute presentation timeframe.

After each presentation, a discussion among scholars and practitioners will follow, led by a panel of prominent figures from both the academia and the industry. Discussions will focus on the market impact of the research or case analysis and the marketing strategies that are implicated. Presenters will receive commentary on how to enhance the insights toward better brand management and market impact. This exchange will allow academics real time feedback

on the applicability of their research to solving real world problems. The sessions will end with CMOs presenting problems that could inform the research topics of discussion.

There is opportunity for you to participate as a presenter or as a panelist leading the discussion.

Presenter Participation:

Those with research at the intersection of brand relationships and market strategy specifically relating to the set of themes listed above are invited to submit a 1000-word extended abstract. The extended abstract should describe the research project containing a clear statement of the purpose of the research and a description of the research that explicitly addresses how the research insights may impact market strategy.

Panelist Participation:

Academics with active research streams related to brand relationships and practitioners with expertise in brand strategy are invited to submit a brief panelist statement indicating their qualifications to serve on the expert panels that will lead discussion. Statements should include qualifications related to prior or active research in the area or prior or current professional experience related to brand strategy. Statements are constrained to 500 words.

Presenter and Panelist submissions should be in MS Word format and emailed to Eller-BBR18@email.arizona.edu by **March 15, 2018**. Submissions will be vetted, and submitters will be notified of their acceptance status on **April 5, 2018**.

We look forward to a great conference!

A Special Thanks to Our Sponsors:

