

Track 21: The EMAC 2015 Film Festival

Chair : Alain Decrop, University of Namur

Videography is the process of producing and communicating knowledge through the collection and analysis of visual material. It has become a well-established means to both collect data and communicate about research in several social science disciplines, increasingly also in marketing. The association for Consumer Research started its film festival (now a tradition) in 2002; the Association Française de Marketing did the same in 2011. As a new initiative for EMAC, we will offer researchers the possibility to submit their work by means of a videography to "Track 21: the EMAC2015 Film Festival".

Track 21 sessions will feature one or more films, thematically organized, shown in a professional movie theatre at the conference site, and presented and commented upon by their makers and the audience.

Conditions for submission

Any document filmed/photographed and post-produced according to « professional » standards and presenting research with a clear connection with marketing (e.g. depicting and analysing consumers, consumption phenomena, business practices, marketing strategies, data collection techniques, marketing education innovations, etc.) can be submitted.

The length of the post-produced document should be between 15 and 40 minutes. The language of the audio track – if any – should be English, or be professionally subtitled in English.

The video does not necessarily have to be new; it is allowed to submit documents that have already been presented elsewhere (e.g. during a course, at another conference).

The authors of the accepted videos are expected to introduce their work during the conference, and to participate in a Q&A session afterwards.

Evaluation of the submissions

The track chair will assign each submission to two expert film-makers/researchers, who will evaluate the submission according to the following criteria:

- Theoretical and/or empirical contribution to marketing issues.
- Topicality, importance and originality of the topic
- Creativeness of both methodological and media approach
- Technical competences (e.g. camerawork, post-processing)

Detailed submission guidelines

- Upload the final version of the film onto Vimeo (<http://vimeo.com/>). Obtain the upload link information and its password, to insert on the front page of the teaser abstract.
- Choose the "Track21: Film Festival" track in the Tracks list. Submit a *teaser abstract* of maximum 5 pages (numbered, Times New Roman 12, single spaced) , with the following information :
 - *Page 1*: Title, length and production date of the film; name(s) of the author(s) (with affiliation and contact details); name of the presenting author; Vimeo link and password.
 - *Page 2*: Short abstract of the film in English (limited to 150 words). This abstract will be reproduced in the conference program book.
 - *Page 3-4-5*: Extended abstract of the film (500-1000 words). This abstract will be included in the conference proceedings.
- The authors should make sure that all images, music and any other material included in their films are free of copyrights.
- The formatting of the titles (size, alignment etc.) should be in accordance with the overall style guidelines for EMAC 2015 (found in the general paper submission guidelines).