

## Call for submissions

Hands-On Digital 2019

May 6<sup>th</sup> 2019

The Center for Persuasive Communication at Ghent University and the persuasive communication division of NefCa organize the 'Hands-On Digital day 2019'. During this day, academic researchers and practitioners meet to discuss the latest trends in digital marketing. Academic researchers get the unique opportunity to present their research to practitioners and students.

Researchers working on the topic of digital marketing are invited to present their research to a wide audience of students and digital marketing experts. This will challenge researchers to valorise their research results and present them into a relevant and meaningful way for practice (no detailed statistics or technical hypothesis development).

The seminar will take place at Ghent University. Lectures, research presentations and interactive workshops will be organized throughout the day.

The aim of the seminar is to unite researchers who are working on the topic in order to share research insights, work on issues and key challenges in this research field and create a future research agenda. In addition, this event will also provide a networking opportunity for researchers working on the digital marketing theme.

### Preliminary Programme

9u30	Welcome Coffee
10u	Kick Off (Liselot Hudders, Laura Herrewijn & Hannelore Crijns)
10u15 – 10u45	The Future of Digital Marketing (Dallas, Jan Algoed)
10u45 – 11u15	The (Marketing) Story of Tony's Chocologneley (Tony's Chocolonely, Ynzo van Zanten)
11u15 – 11u45	Coffee Break
11u45 – 12u15	Digital Ad Standards in Europe (EASA, Justina Raizyte)
12u15 – 12u45	Successfully targeting consumers in a digital age (AG Consult, Karl Gilis)
12u45 – 13u45	Lunch
13u45 – 14u30	Hands-On Digital I
14u30 – 15u15	Insights into Digital Marketing Research
15u15 – 15u45	Coffee Break
15u45 – 16u30	Hands-On Digital II
16u30 – 17u	Smart Advertising on Television (SBS, Jeroen Coeymans)

## Location

Ghent University, Faculty of Political and Social Sciences  
Campus Aula, Voldersstraat, 9000 Ghent (Belgium)

## Submissions

Researchers who want to participate in this seminar should submit an abstract of the research which they would like to present at the seminar in the sessions (max. 500 words). It is important to emphasize why the research would be relevant for the audience and how it fits the general theme.

It is also possible to participate without presenting your work. Please send an email to [Liselot.Hudders@Ugent.be](mailto:Liselot.Hudders@Ugent.be) to confirm your presence that day.

Submissions should be emailed to [Liselot.Hudders@ugent.be](mailto:Liselot.Hudders@ugent.be) no later than March 31<sup>st</sup>.

## Suggested topics for these presentations are:

- Personalized Advertising
- Chatbots
- Online Video
- Search Engine Advertising/ Optimization
- Influencer Marketing
- Children and Digital Marketing
- Legal aspects of Digital Marketing
- Content Marketing
- Native Advertising
- Media Multitasking and Digital Advertising
- Social Media Advertising
- In-Game Advertising and Advergaming
- ...

## Organising Team

- **Center for Persuasive Communication**  
Organising team: Liselot Hudders, Jan Algoed, Hannelore Crijns, Laura Herrewijn, Steffi De Jans & Marijke De Veirman  
Ghent University, Faculty of Political and Social Sciences, Department of Communication Studies, research group CEPEC (Center for Persuasive Communication)
- **NefCa Persuasive Communication Division**  
Guda Van Noort (University of Amsterdam), Sophie Boerman (University of Amsterdam), Karolien Poels (University of Antwerp), Liselot Hudders (University of Ghent)