PROPOSED KEY DATES / INFORMATION
Anticipated number of participants:  
Preferred time allocation/date: e.g. Monday, early afternoon/late afternoon  
Contact person: Name, email and phone number

SPECIAL SESSION INFORMATION (Max of 500 words)
Please include:
1. Purpose of the session
2. Anticipated audience (e.g. senior researchers, early career, education focused, etc.)
3. Address how this special session would fit in with the conference theme, ‘Marketing for Impact’
4. Method or approach (e.g. discussion, workshop, presentations, etc.).
5. Proposed outcomes of the special session (e.g. special interest group formation, policy formation, collaboration, etc.)

SPECIAL REQUIREMENTS
(Any requirements beyond a normal class room)

SPECIAL SESSION CO-CHAIRS (Name/s, Institution/s, 100 word bio of each)
References
Any references should be entered onto a separate page and must follow the referencing style of the Australasian Marketing Journal format (see https://www.elsevier.com/journals/australasian-marketing-journal/1441-3582?generatepdf=true).