



## 20th International Congress on Public and Nonprofit Marketing

### *“Public and non-profit marketing within the framework of sustainable development goals”*

Online/Virtual Presentation, 28-29 June 2021

Dear Colleagues,

On behalf of the International Association on Public and Nonprofit Marketing (IAPNM), we are pleased to announce that the University of Alcalá will be hosting the 20th IAPNM Congress in June 2021. This is usually an annual in-person event organised by major universities aiming a friendly atmosphere and working environment for the presentation and discussion of the latest scientific and practical advances in the fields of public and nonprofit marketing, as well as more general issues as CSR, sustainability or responsible socioeconomic development (contributions not only from marketing and management, but also from other related disciplines in these knowledge fields are welcome). It also provides a chance for productive meeting, encouragement of collaborative projects and nurturing of international cooperation networking.

Again, as the exceptional circumstances of the coronavirus outbreak prevents from all in-person relation, the 2021 edition of the congress has turned online/virtual. Participants will have the option of online live presentation (streaming) via ZOOM platform and, this way, possibilities for interaction will remain.

#### **Topics to be discussed during the event include, but are not restricted to:**

- Sustainability and responsibility issues in public, nonprofit and social marketing
- Responsible consumption and production
- Marketing and the UN Sustainable Development Goals
- Issues dealing with and potential contributions/solutions from public, nonprofit and social areas to health and socioeconomic Covid-19 crisis
- Green marketing
- Cause-Related Marketing (CRM)
- Marketing in transformative services (health, education, public transport...)
- Sustainable tourism approaches to destination and city marketing
- Digital tools in public, nonprofit and social marketing
- Branding in public, nonprofit and social organizations
- Corporate Social Responsibility (CSR)
- Sustainable socioeconomic development
- Value co-creation in public, nonprofit and social fields
- Public and private collaborations, Fourth Sector approaches
- Donation behaviour and management
- Volunteer recruitment and management
- Innovation and teaching experiences in the above fields
- Other related issues

#### **Important dates:**

- Submission of abstracts (title, author/s and up to 200 words) until April 26, 2021
- Notification acceptance/rejection of abstracts by: May 3, 2021
- Deadline for submitting full papers: June 1, 2021
- Notification of acceptance/rejection by: June 7, 2021
- Registration period: June 7 – June 22, 2021 (90 €)

#### **Working languages:**

**English, Spanish and Portuguese** are the official languages for the congress.



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Additional information (templates, agenda, etc.) will be provided at the website: <http://www.20iapnm.es>

Contact email: [20iapnm@fgua.es](mailto:20iapnm@fgua.es)

We do encourage you to actively participate and we are looking forward to virtually welcome you!!!