

Call for Papers:
14th Global Brand Conference
8 - 10 May, 2019, Berlin



BRAND SCIENCE SLAM - Call for Presenters

What: Science Communication

Science Slam is a science communication format where scientists explain their research projects in short 10-minute-talks that are easy to follow and afterwards the audience gets to vote. The important thing is not primarily the scientific outcome of their work, but to explain it in an understandable, entertaining and concise way. Science Slams take place outside the university or lecture halls and instead in cultural centers, theaters or clubs, usually in the evening. So, in the Brand Science Slam, the scientists leave their ivory tower and become a part of popular culture.

Why: Close the perception gap

The Brand Science Slam should close the perception gap between academics and professionals and should promote the conversation between brand practitioners and brand researchers. We want to encourage the dialogue between the two worlds to find new research topics as well as new success factors on brand management and branding.

How: Apply, Present, Win!

Apply:

Please submit one **article** already **published in a scientific journal after January, 1st 2015**. The content of your article should be the topic of your presentation.

Present:

You have only **10 minutes** to present. Think about TED talks as reference point. Make your content relevant, understandable and appealing to practitioners. We have four presentation slots.

Win:

The audience will evaluate your performance immediately. Evaluation criteria: *comprehensibility, relevance for professionals, entertainment factor*. All presenters will receive a prize.

When and Where

May 9, 2nd Conference Day

Application

Please submit your published article as a PDF to info@gbc2019.berlin until **November, 5th 2018**, subject line "Brand Science Slam 2019". The conference committee will select 4 presenters.