

## ***Guidelines for Special Sessions, Panel Discussions, and Workshops***

ACME invites proposals for special sessions, panel discussions, and workshops as outlined below.

- Special Sessions are comprised of 3 to 5 papers or presentations on a common theme.
- Panel Discussions are comprised of discussion by 3 to 6 panelists on a common theme.
- Workshops are training opportunities for marketing educators to gain relevant new skills and knowledge.

Submissions for Special Sessions, Panel Discussions, and Workshops should be two to five pages in length and include the topic and its importance, details of planned format and activities, qualifications for attendees, if any, and expected audience benefits. The name, brief biography, and contact information for each presenter, panelist, or workshop facilitator must also be provided, together with documentation of willingness to participate. In addition, workshop proposals should include specific learning objectives and an overview of how active learning techniques will be employed during the workshop.

ACME EasyChair Submission Portal: <https://easychair.org/conferences/?conf=acme2021>