

minib
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9th european
forum
for marketing
of scientific
and research
organizations

15-16 November 2018



Bulletin 1

Warsaw, July 2018

PROGRAMME COUNCIL

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ORGANISER

The Institute of Aviation in Warsaw

DATE OF THE FORUM

15-16 November 2018

VENUE

The Institute of Aviation
al. Krakowska 110/114
02-256 Warsaw, Poland



ABOUT FORUM

The main purpose of the Forum is to present the latest research results and practical solutions offered by scientific and research institutions such as institutes, universities, technology parks in Poland and Europe.

The event will not only offer a unique opportunity to become familiar with the current trends, new tools and instruments and strategies in the marketing of scientific and research organizations but will also constitute the ideal professional environment for the fruitful exchange of views and constitute an invaluable networking scenario.

This is an exceptional event which brings together the marketing staff of research institutes, higher education institutions and interested parties to enable the further broadening of knowledge and competencies and which enables renowned key players, leading scientists and practitioners in the field of marketing from the whole of Europe to truly join forces. The speakers include university professors and lecturers, staff from research and scientific organizations as well as practitioners from Poland and abroad.

The Forum shall be conducted in the Polish and English language. The presented papers shall be interpreted simultaneously. The program of the Forum consists of lectures, workshops and the poster session.



MAIN TOPICS

Marketing instruments of scientific and research organisations:

- E-mail marketing
- E-marketing of scientific and research organisations
- Marketing strategies in combating the economic crisis
- On-line marketing strategies
- Education and work fairs as a form of promotion
- Trends in marketing studies
- Marketing trends and directions of scientific and research organisations
- Implementation of new domestic and international strategies
- Analytical and research instruments in the marketing of scientific and research organisations
- Search engine optimisation

Social media:

- Facebook marketing trends
- Public relations on the Internet
- Legal framework in social media
- Social media and SEO
- New societies in marketing
- Social networks and recommendations of the best communication solutions
- Social media not only constitutes Facebook
- Social media – blogs, forums, chats

Marketing communication management:

- Marketing communication - effectiveness and efficiency testing
- Building the positive image of scientific and research organisations
- The significance of the brand in the operations of a scientific organisation
- Strategic management in scientific and research organizations in the Polish economic practice
- Product management in research services
- New technology marketing
- Corporate social responsibility (CSR) in theory and practice
- B2B marketing
- Mobile marketing
- Personal marketing as an instrument for creating the scientific organisation's image
- Psychology of advertising
- Media relations - effective media cooperation
- Media trends

Selected detailed topics:

- Celebrities in the advertising of scientific and research organisations
- Event marketing
- Experiences of a direct marketing agency
- Marketing in a scientific library
- Marketing support for the commercialisation of research results
- Ethics in marketing
- Advantages of cooperation between scientific organisations and enterprises
- Employee/student intellectual capital – the advantage of a competitive institution
- Marketing of higher education institutions
- Determinants of marketing and the effects of the crisis on a scientific and research organisation
- Copyright in marketing and advertising



POSTER SESSION

"Marketing of scientific and research institutions"

November 15th, 2018, during the first day of the Forum a poster session will be held.

The deadline for submission of the title and abstract of the poster (description 5- 10 sentences) is **26th October 2018**.

The authors are expected to prepare and provide posters on their own.

During the poster session voting for the most interesting poster will be held. Voting is open to all participants of the conference.

The authors presenting their posters, will be ready for discussion and answering questions connected with their posters.

The authors of the posters participate in the conference **free of charge**.

Registration must be done electronically through the website www.ilot.edu.pl/minib

PARTICIPATION

There are four forms of participating in the Forum:

- Submission of papers: presenting and publishing the paper, pursuant to the Program Council's acceptance – **registration until 20th July 2018**
- Submission of papers: publishing the paper (without presenting it), pursuant to the Program Council's acceptance – **registration until 20th July 2018**
- Submission of poster: presenting it, pursuant to the Program Council's acceptance – **registration until 26th October 2018**
- Participation in the Forum (without submission of papers)

FEES & DATES

	Both Days	First Day	Second Day
Regural Price* Registration and payment by 09 November 2018	800 PLN or 190 €	500 PLN or 120 €	500 PLN or 120 €
Sessions	✓	✓	✓
Workshops	✓	✓	✓
Certificate	✓	✓	✓
Coffee breaks & lunches	✓	✓	✓

*The fee does not include additional taxes and bank charging.

*The fee does not include travel and accommodation expenses.

Participants book and cover the costs of accommodation and travel on their own.

Authors that want to present their papers at the Forum are kindly requested to submit their abstracts in the English language (max. 400 words) as soon as possible, however, no later than by **20th July 2018**.

Additionally authors are kindly requested to submit short bio and 5-7 keywords. All the abstracts will be subjected to review.

The deadline for submission of presentation which will be presented during the Forum (in power point or pdf) is **09th November 2018**.

The deadline for submission full text for publication is also **09th November 2018**.

In the case of a large number of applications the organizer reserves the right to select the topics presented at the Forum.

Participants that have been accepted by the Program Council to present their papers or posters are exempt from paying registration fees.

In the case of cancellation of participation in Forum up to 21 days before Forum's day the Organisers will reimburse the full amount of the fee which was paid. In less than 21 days before Forum – the reimbursement will not be possible.

Payment details:

Instytut Lotnictwa
al. Krakowska 110/114
02-256 Warszawa

Bank Pekao S.A.

Bank account for payments in PLN: 90 1240 6247 1111 0000 4977 2760

Bank account for payments in EUR: SWIFT PKOPPLPW 33 1240 6247 1978 0000 4980 3477

Please include the following annotation on the bank order:

MINIB 2018 (Full name/Institution)



The quarterly research journal Marketing of Scientific and Research Organizations

“Marketing of Scientific and Research Organizations” is an international peer-reviewed journal that publishes original, and high-quality research papers, review articles, case studies in the relevant field. Under decision of the Minister of Science and Higher Education there are **9 points** attributed to the author's academic achievements for publishing scientific articles in the Quarterly. The journal is originally published in electronic format (CD-ROM).



For more information please visit the website www.minib.pl

Please send all abstracts and make enquiries to the following e-mail address:

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For more information about the Forum please visit our website:

www.ilot.edu.pl/minib