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10th european forum

for marketing
of scientific
and research
organizations

7-8 November 2019



Bulletin 1

Warsaw, May 2019

HONORARY PATRONAGE



Ministry of Science
and Higher Education

Republic of Poland

PROGRAMME COUNCIL

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ORGANISER

Łukasiewicz Research Network - Institute of Aviation in Warsaw

DATE OF THE FORUM

7-8 November 2019

VENUE

Łukasiewicz Research Network - 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 and workshops.

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:

- Management of products/offers portfolio of the research and development institution
- 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

PARTICIPATION

There are two forms of participating in the Forum:

- Active participation (submission of papers: presenting and publishing the paper, pursuant to the Program Council's acceptance) – registration until 31st July 2019.
Participants that have been accepted by the Program Council to present their papers **are exempt from paying registration fees.**
- Passive participation in the Forum.

FEES & DATES

FEES & DATES	Early bird registration until 31 st July '19	Regular Price from 1 st August '19
	Participation in the Forum	165 EUR*/per person

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

*The fee does not include travel and accommodation expenses.

The fee includes:

- Participation in sessions
- Participation in workshops
- Certificate of participation
- Coffee breaks and dinners

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 **31st July 2019.**

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

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

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:

Łukasiewicz Research Network - 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:

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The quarterly research journal
Marketing of Scientific and Research Organizations

We encourage you to send a scientific article for “Marketing of Scientific and Research Organizations” journal by Łukasiewicz Research Network – Institute of Aviation.

The articles are available in open access.

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



Please be informed that in the near future it is planned to change the rules for publishing of the articles.

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

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Contact:

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For more information about the Forum please visit our website:

www.ilot.edu.pl/minib