



ACADEMY OF MARKETING ANNUAL CONFERENCE 2008

## Reflective Marketing in a Material World



### Conference Information

#### Your Registration

##### ***Doctoral Colloquium (7<sup>th</sup> & 8<sup>th</sup> July)***

**£205** - with 2 nights accommodation (Sunday 6<sup>th</sup> and Monday 7<sup>th</sup> July)

**£175** - with 1 night accommodation (Monday 7<sup>th</sup> July)

**£145** - without accommodation (for local delegates or those wanting to make their own accommodation arrangements)

All packages include:-

- Annual membership of the Academy of Marketing
- Meals and refreshments as follows:

##### *Day 1 (Monday 7th July)*

- Lunch (The event will open formally at 13.00 approximately)
- Afternoon tea
- Dinner with members of the Academy of Marketing Executive Committee

##### *Day 2 (Tuesday 8th July)*

- Morning coffee
- Lunch (The event ends at lunchtime)

##### ***Bursaries***

Generous sponsorship from the Academy of Marketing and the CIM Charitable Trust allows the conference organisers to offer bursaries to full-time PhD students who are otherwise having difficulty in finding funding to attend the Doctoral Colloquium, or to attend the full conference. These have all now been awarded and recipients have been notified.

##### ***Full Conference Package***

**£395** - Full delegate rate (**£450** after 1 June 2008)

**£245** - Day rate

**£340** - Special rate for doctoral colloquium delegates with 3 nights accommodation

**£250** - Special rate for doctoral colloquium delegates without accommodation

Please note these fees do not include accommodation (except where stated for doctoral students only). This rate is *not applicable* to full-time academics attending the doctoral colloquium.

### ***Full AM2008 Conference package, to include:***

- Annual membership of the Academy of Marketing
- Transport between City Centre and Garthdee campus at pre-arranged times
- Meals and refreshments as follows:

#### *Day 1 (Tuesday 8th July)*

- Refreshments at registration
- Buffet lunch (event will open formally at 14.00 approx)
- Afternoon refreshments
- Reception, stovies supper and Ceilidh at the Beach Ballroom, Aberdeen

#### *Day 2 (Wednesday 9th July)*

- Morning & afternoon refreshments
- Buffet lunch
- Optional visit to Crathes Castle (for those who have registered for it only)

#### *Day 3 (Thursday 10th July)*

- Morning & afternoon refreshments
- Buffet lunch
- Gala Dinner with entertainment at Ardoe House Hotel

### ***One day package (does not include accommodation)***

- Available on 8th, 9th, 10th July
- Includes refreshments, lunch and evening programme

### **Venue and Directions**

The conference will be based in and around Aberdeen Business School, The Robert Gordon University, Aberdeen. Full directions are available at <http://www2.rgu.ac.uk/am2008/venue.htm>. A map of Aberdeen and all the venues that will be used throughout the conference is available via the conference map at <http://www2.rgu.ac.uk/am2008/information.htm>

### **Residential Delegates**

#### **Arriving at Woolmanhill**

If you have booked student accommodation through Julie Harper at Aberdeen Business School, or if it is included in your Doctoral Colloquium registration, then please go to the Site Office, 134 John Street, at the Woolmanhill Student Halls of Residence to collect your room key. Details on how to get there are included in your accommodation confirmation that you should have received by email, as well as being shown on the conference map (<http://www2.rgu.ac.uk/am2008/information.htm>), but if you have any

questions then please contact us by sending an email to [am2008@rgu.ac.uk](mailto:am2008@rgu.ac.uk) or calling +44 (0) 1224 263917. The office at Woolmanhill is staffed 7.30am – 6.00pm, if you arrive outwith office hours there will be a notice on the office door, with a mobile phone number on it, to tell you which Residence Assistant is on duty. Please phone and wait at the Site Office, or go to that persons flat, ring the bell and tell them your name and they will then give you the keys and show you to your room. If you could let us know roughly what time you will be arriving beforehand then that would be appreciated. There are no restaurants or shops on the Woolmanhill site; however it is only a 2 minute walk from George Street or a 5 minute walk to Union Street where there are numerous restaurants and shops. Breakfast items will be supplied in the kitchen of each self-contained flat.

### **Temporary Luggage Storage**

Temporary luggage storage will be available in the ABS building at the AM2008 reception desk.

## **VENUES AND ARRANGEMENTS**

### **Monday 7<sup>th</sup> July**

The Doctoral Colloquium and AM Executive meeting are taking place in the Aberdeen Business School Building.

Registration for the Doctoral Colloquium will commence in the main atrium of the ABS Building from 11.00am onwards. The AM Executive meeting is due to commence at 11.00am in room 608/609. Refreshments for the Doctoral Colloquium will be served in the atrium and lunch will be served in the refectory of the Health and Social Sciences building. Refreshments and lunch for the AM Executive meeting will be served in the meeting room, 608/609.

There will be a joint drinks reception and 3-course meal with presentations to Doctoral Colloquium award winners at 7.00 pm in room H230 of the Health and Social Sciences building.

### **Tuesday 8<sup>th</sup> July**

The **Doctoral Colloquium** will re-commence at 9.00am in the ABS Building and end at 12.30 pm approximately.

Registration for the **AM2008 Conference** will commence at 10.30am at the Conference desk in the main atrium of the ABS Building, and will continue through to 6.00pm when the desk will close.

### **Wednesday 9<sup>th</sup> and Thursday 10<sup>th</sup> July**

The AM2008 Conference desk will be open from 08.30am to 6.00pm each day for registrations and enquiries.

## CONFERENCE REFRESHMENTS

**Lunch** will be served each day at 12.30 in the refectory of the Faculty of Health and Social Sciences building.

**Tea and coffee** will be served in the ABS atrium at the times specified in your programme.

**Costa Coffee** shop in the ABS atrium will be open from 8.30am to 5pm everyday of the conference.

## Evenings

On **Monday 7<sup>th</sup> July** there will be a joint drinks reception and 3-course dinner for Doctoral Colloquium delegates and members of the AM Executive, with presentations to Doctoral Colloquium award winners at 7.00pm in room H230 of the Faculty of Health and Social Sciences building.

On **Tuesday 8<sup>th</sup> July** there will be a drinks reception and stovies supper at the Beach Ballroom at 6.30pm. Buses to the event will be provided from the conference venue at Garthdee, the Thistle Hotel at Altens and from the pick up points in the city centre, see the conference map (<http://www2.rgu.ac.uk/am2008/information.htm>)  
*The AM2008 Conference Chairs would like to thank Aberdeen City Council for their sponsorship of the drinks reception.*

On **Wednesday 9<sup>th</sup> July** there is an optional evening for delegates to visit Crathes Castle, experience some whisky tasting in this historic setting, followed by a buffet. Buses will be leaving from the conference venue at 5.30pm (for those wishing to have a tour of the castle before the whisky tasting) and 6.00pm. For those choosing to have a free evening, there are plenty of restaurants and bars in Aberdeen. Further details are available at <http://www2.rgu.ac.uk/am2008/accommodation.htm>

On **Thursday 10<sup>th</sup> July** the Gala Dinner will take place at the nearby Ardoe House Hotel, Aberdeen. The Dinner will commence with a drinks reception at 7.30pm. Coach transport will be provided to and from the venue departing from all pick-up points at 7pm and returning from 11.30pm through to 1.15am. **Please let us know at the registration desk if you plan to attend this event.**

## **GENERAL INFORMATION**

### **Parking**

There is plenty of available car parking at the Aberdeen Business School and throughout the Garthdee campus which is free of charge and requires no permits.

**Emails:** You will be able to check your email on a regular basis in a computer room located in the Aberdeen Business School. Please ask at the AM2008 Conference desk for details. Wifi is also available on campus; please see the AM2008 Conference Desk for access information.

**Healthcare:** There is a medical centre on campus which is open from 8.00am to 6.00pm each weekday. In case of an emergency please go to the AM2008 Conference desk or alert one of the many Conference Assistants that will be around to help you throughout the conference.

**Emergency contact:** In the event of an emergency at home, messages for you can be left at 01224 263988 (ABS Reception Desk)

**Banks:** There is an ATM located within the main atrium of ABS. If you need a bank you will need to go to Cults or into the city centre, see the conference map (<http://www2.rgu.ac.uk/am2008/information.htm>)

**Shops:** A shop selling soft drinks, snacks, newspapers, coffee etc is located within ABS, opening hours 0830 to 1700. There are 2 supermarkets at the bottom of the road from the Garthdee University campus, ASDA and Sainsbury's, which are 24 hour.

**Dress code:** We hope that this will be a very relaxed conference, so the dress code is relaxed. Though people usually dress up for the gala dinner – for example lounge suits for men.

**The Aberdeen Business School Conference Committee and executive members of the Academy of Marketing wish you a safe journey to Aberdeen and look forward to welcoming you to this year's conference.**

Any questions not answered? Please contact the AM2008 Administrator on [am2008@rgu.ac.uk](mailto:am2008@rgu.ac.uk) or + 44 (0) 1224 263917