

WORLD PUBLIC RELATIONS FORUM

Research Colloquium

Madrid, Spain

September 21, 2014

*Communication with conscience and consciousness:
self-awareness and responsibility*

BACKGROUND

Research Colloquium and the World Public Relations Forum

Every two years since 2001, [The Global Alliance for Public Relations and Communication Management](#) brings together public relations and communication professionals from around the world to share their experiences and knowledge and to reflect together on major issues affecting the public relations profession and those affected by the profession.

The two-day [World Public Relations Forum](#) (WPRF) has been augmented with a Research Colloquium, a full day of discussions and presentations featuring the world's leading educators and researchers. Because so much of this knowledge is generated by transdisciplinary work, the Research Colloquium has involved the active participation of speakers from many branches of knowledge. The Research Colloquium and the World Public Relations Forum which follows have become unique opportunities to gather professionals, academics and students from across the world, to advance the profession and share best practices.

The World Public Relations Forum has generated important statements affirming central values of the global practice of public relations.

- The Global Alliance's 2010 [Stockholm Accords](#) affirm the characteristics of the communicative organization emphasizing the value of public relations and communications professionals in management, governance, sustainability, and internal and external communication which is aligned.
- In 2012 at the World Public Relations Forum in Melbourne, [The Melbourne Mandate](#) was approved, focusing on the unprecedented public access to communication and on the impact these new challenges and opportunities represent for global society and for organizations. The

Melbourne Mandate charges public relations and communication professionals with:

- Defining and maintaining an organization's character and values;
- Building a culture of listening and engagement, and
- Instilling responsible behaviors by individuals and organizations.

The 8th World Public Relations Forum that will be held on September 22-23, 2014 in Madrid, Spain, hosted by [Dircom](#), the Spanish association of communication directors, has as its theme "Communication with Conscience".

In this context, the Research Colloquium scheduled for September 21, the day before the WPRF begins, aims to focus on today's communicators' need to be aware that communication is changing the nature of society and of how people view and practice communication. This requires communication with consciousness: full awareness and responsibility in decision-making, communication and action by organizations.

CALL FOR ABSTRACTS

The Research Colloquium will bring together researchers, educators, students and academic thought-leaders from around the world and they are invited to submit 1,500-word (9,000 characters) abstracts, in either English or Spanish, that relate to the main theme, "Communication With Conscience and Consciousness: Self-Awareness and Responsibility." All submitted abstracts will be included in published proceedings of the Research Colloquium.

TO SUBMIT YOUR ABSTRACT CLICK [HERE](#)

Research Colloquium Submissions and Review

An international panel of scholars, the Scientific Committee, will blind-review the submissions and choose the authors of the highest quality abstracts who will be invited to submit full papers for presentation at the Research Colloquium. The Global Alliance will work with authors to submit their papers to leading academic journals that are published in either English or Spanish.

Full paper guidelines will be provided to those invited to submit when submitters are notified.

An additional group of abstracts will be accepted for a poster session at the Research Colloquium. At this session, presenters will post a visual representation of their research and will be in attendance at this posting to discuss and respond to questions about their research. There are no formal presentations at the poster session.

Research Colloquium Presentations

Each paper presenter will be allocated 20 minutes for a presentation with an additional 5 minutes to answer questions.

The final decision on presentation type will be made by the Scientific Committee upon selection.

Research Colloquium Topics

In today's world, public relations and communication have changed, not just in their channels but also in the very nature of their conversations and their purpose, reach and effect. This requires communicators to reconsider a range of issues and topics.

For example, communicators have to be more aware than ever that their actual audiences may be far more wide ranging than their intended audiences. On the other hand, the digital divide means that additional efforts have to be made to include those who might be excluded. Furthermore, the all-embracing and changing nature of public relations and communication means that it is not enough for professional communicators to maintain a narrow focus on their organizations and cultures and how they benefit, because communication is changing the very nature of society, of cultural diversity, and even the physiological development of the brain.

What are the implications of all of these developments? We welcome contributions to the Research Colloquium on themes and topics such as:

1. Consciousness and self-awareness: Responsible communication and conversations.
2. Communication that (dis)empowers.
3. Restoring trust in organizations: Leadership, confidence, conversation, articulation, connectivity, significance and reputation.
4. Developing conversations in a globalized world.
5. Co-creation and co-construction of organizational communication.
6. Practical theory building for public relations in this new context.
7. Innovation: Communication entrepreneurship and creativity.
8. Role of public relations in society.
9. Other: Abstracts on any other topic relevant to the theme "Communication with Conscience and Consciousness: Self-Awareness & Responsibility."

Abstract Submission Guidelines

Please ensure that you have read these guidelines before submitting your abstract. Abstracts not submitted in this format may not be considered for review.

For any further information, authors can contact
Madrid2014@worldprforum.com or mvalle.fhum@ceu.es

You should copy and paste or write directly the following information into the appropriate fields.

Title

Maximum of 15 words

Abstract text

- The abstract must be approximately 9,000 characters and be single – spaced. Do not leave blank lines between paragraphs.
- Abstracts may be submitted in English or Spanish.
- Authors should thoroughly check submissions for spelling and grammar before submission.
- No images may be submitted as part of an abstract submission.
- The author(s) name(s) and affiliation(s) should be entered in the following format: *Smith, A.N., Doe, J. and Jones, W. University of Good Hope*
Do not use titles such as “Dr” or “Professor”.

Keywords

Authors should provide five or six keywords for their abstract to facilitate online searching.

References

References must follow the American Psychological Association (APA) format.

Conditions of abstracts/papers submission

- Once you have successfully submitted your abstract, you will receive an e-mail acknowledgement. If you do not receive an acknowledgement, check your “spam” mailbox to see if the acknowledgement was delivered there.
- Your acknowledgement e-mail will include a username and password that you may use to access your submitted abstract to make changes until March the 14th 2014 submission deadline.
- Do not submit an abstract more than once.
- If you are invited to submit a full paper, you must register and pay the registration fee to attend the Research Colloquium and must affirm that your paper does not breach copyright law.
- If your abstract is selected for a visual presentation or at a poster session during the Research Colloquium, you must register and pay the registration fee to attend the Research Colloquium and affirm that your paper does not breach copyright law.
- The presenting author you identify on your submission form is the person who will be attending and presenting at the Research Colloquium at either a poster or paper session.
- Abstracts can only be submitted on-line via this on-line abstract submission system. Abstracts sent by post or e-mail will not be considered.
- The submission of an abstract constitutes a formal commitment by the presenting author to present the abstract orally or as a poster in the session and at the time assigned by the Scientific Committee.

Key Research Colloquium Dates and Deadlines

6 November 2013	Submission of abstracts opens
14 March 2014 at 11:59 p.m. GMT	Submission of abstracts closes
30 April 2014	Notification of abstract decisions, authors of accepted abstracts to be invited to submit full papers
31 July 2014	Full papers due
21-23 September 2014 in Madrid	Research Colloquium on Sept. 21, World Public Relations Forum on Sept. 22 and 23

More information

If you have any queries, please contact Madrid2014@worldprforum.com or mvalle.fhum@ceu.es.

In the interim, you are welcome to visit the World Public Relations Forum website at <http://www.worldprforum.com>