



European
Media Management
Association

Call for Hosting

an emma Annual Conference

The emma Board welcomes applications to host an emma Annual Conference. Applications may be sent on a regular and ongoing basis. The following elements should be addressed in your application so the Board will have a clear sense of your organisation, the venue, the ideas you have in mind, and why you believe having the conference in your location would be fruitful and enjoyable. The Board decides the location for each conference on a competitive comparison of all applications received. Your application should provide:

- A covering letter explaining the motivation of your institution for hosting the conference, and summarising the strengths of your candidacy.
- An endorsement by the administrators of your university, school or department indicating institutional support for hosting the conference. Sources of financial investment should be discussed, although registration fees and potential Association support are also involved.
- Members of the onsite committee. Specify their names, affiliations and positions. If you already know, please also indicate their committee roles.
- A proposed date for the conference. The Association is somewhat flexible about the calendar period, but prefers the conference to happen between late winter (February) and late spring (June). It's important to ensure that the dates you propose will not pose a conflict with other important conferences. Each annual emma conference happens over a two-day period, with dinners on both evenings. The second evening is the gala event.
- A description of the institution's ability to provide professional organisation and planning support with a description of the venue and rooms (capacity, location, facilities). Space is needed to accommodate plenary sessions (auditorium for at least 120 participants) as well as parallel sessions (3 rooms minimum to accommodate 40 – 50 participants).
- A description of the benefits of the proposed location.
- A description of hotel options. There must be a conference hotel and at least one lower cost option (important especially for graduate students, etc).
- A breakdown of expected costs.
- Tourism and related highlights that make the location attractive.

We look forward to receiving your application and appreciate the effort it takes to produce a good one. Please send your application to sarivirta@live.com. You may also consult one of our Board members prior the writing of your application. Once we have received your application, you will receive a first feedback by the Board no later than two months after the submission. emma has the tradition that the next conference venue will be publicly announced during the Gala Dinner festivities at the preceding annual conference. Until then, it is just the Board and the respective conference organizers who know where the next conference will take place.