



UNIVERSITÄT LEIPZIG



Strategic Communication for Non-Profit-Organisations: Challenges and Alternative Approaches

ECREA Organisational and Strategic Communication Section
Leipzig Conference –December 3-4, 2015



A key principle of strategic communication is the achievement of organisational goals. The majority of research in the field has used business environments to develop theories, models, empirical insights and case studies. However, we also find alternative approaches on value creation which are not aimed towards economic profits, but rather towards goals such as public welfare, societal values, religious ideas. Such objectives are at the core of non-profit-communication. Current forms of citizen engagement and community development, partly enabled through digital communication, further increase the visibility and relevance of non-profit communication. We invite scholars to submit research papers which reflect strategic communication in this area, propose alternative frameworks and concepts as well as report on empirical research.

In line with the general conference topic, submissions can be targeted to the following sub-themes:

- a) External and internal communication of non-profit-organisations
- b) Citizen engagement and new societal movements
- b) Communication in governmental and inter-governmental organisations
- c) Communication by associations, charities and unions
- d) Church communication and communication in the field of religion
- e) International NGOs and their communication activities

The conference is an event of the European Communication Research and Education Association (ECREA), Organisational and Strategic Communication Section, and will be hosted by the Chair of Strategic Communication at the Institute of Communication and Media Studies at the University of Leipzig (Germany), with the support of NAPROK – a network of young german-speaking scholars in the field of public relations and organisational communication.

If you have any question, you can contact Evandro Oliveira – evandro.oliveira@uni-leipzig.de

Within ECREA, there is a main conference for all sections organized every two years. In the intervening year each section holds its own event. Therefore, the Leipzig conference represents ECREA's OSC Section meeting 2015. The conference provides participants with valuable opportunities for professional development, including networking and presentation, and learning about the latest trends in the field.

Leipzig is an attractive city in the centre of Germany (approx. one hour by train from Berlin) and home of the second-oldest university in the country, founded in 1406. The institute of communication and media studies will celebrate its 100th anniversary in 2016, making it a global pioneer in the research field. Today, the institute is known as one of the premier hubs for strategic communication and public relations research in Europe, with 12 professors and research associates working in the area and more than 70 books and 400 articles published until today.

Travel to Leipzig is convenient and easy via Airport Leipzig/Halle (LEJ), offering non-stop flights to Amsterdam, Barcelona, Brussels, Cologne, Dusseldorf, Frankfurt, Istanbul, London, Paris, Munich, Stuttgart, Vienna and Zurich. Fast trains connect Leipzig with Berlin and other major cities. The University campus is located right in the middle of the old town, and participants can enjoy many opportunities to feel the pre-Christmas flavour of the city at one of the most famous Christmas markets in Germany in front of the medieval town hall.

ECREA's OSC Section welcomes the submission of proposals for papers. **Abstracts** should be up to **800 words**, excluding tables, figures and bibliography, and be prepared for blind refereeing as a MS Word and PDF file. Please state the sub-theme your submission refers to in the header of your submission. In the subject line of your email submission, please include your surname and abstract-title. **No name or designation should appear on the abstract document itself.**

When submitting your abstract, include on a separate page the following contact details:

Title, first name and surname
Organisatin/university and department
Address
Country
Email address
Telephone number

Please submit your abstract to evandro.oliveira@uni-leipzig.de until April 30, 2015.

Important dates

30 April 2015	Deadline for Abstract submission
31 May 2015	Notification of decisions about acceptance
20 June 2015	Announcement of conference programme
30 June 2015	Deadline for early-bird registration rates
15 November 2015	Final date for registration
3-4 December 2015	Conference

ECREA LEIPZIG Conference - Outline of the program (subject to changes)

03 December 2015 (Thursday)

13:00 – Registration

14:00 – Welcome

Prof. Dr. Ansgar Zerfass, Institute of Communication and Media Studies, University of Leipzig
Evandro Oliveira, ECREA OSC local organiser, University of Leipzig & University of Minho, NAPROK
Prof. Dra. Ana Duarte Melo, Chair, ECREA OSC and University of Minho

14:15 – Keynote Speaker - t.b.a.

15:00 – Break

15:15 – Research paper session 1

16:45 – Research paper session 2

18:15 – Closing words

19:30 – Visit of the famous Leipzig christmas Market and Dinner

04 December 2015 (Friday)

09:00 – Research paper session 3

10:30 – Break

10:45 – Research paper session 4

12:15 – ECREA closing words

12:30 – Lunch

14:00 – Strategic Communication: Challenges for Non-Governmental
and Religious Organisations (Program open to professionals and scholars)

14:15 – The other Logic: Communication flows, legitimation and members communication
Evandro Oliveira and Markus Wiesenber

14:45 – Break

15:00 – Round table discussion with communication leaders from large NGOs and Churches

16:00 – Open discussion

16:30 – Closing words

Visit the Leipzig Magic Christmas Market – Open during the conference



Leipzig Christmas market dates all the way back to 1458. Its six areas are set in chime with the fascinating historical scenery of the Leipzig city centre. With more than 250 twinkling stalls embedded harmoniously in the historic centre, Leipzig Christmas market is not only one of the oldest but also one of the largest Christmas markets in Germany.

More info: <http://www.leipzig.travel/christmas>