



CALL FOR PROPOSALS

for the
2021 *Tricontinental* Conference
Global Advances in Business Communication (GABC)
In partnership with the 86th Annual International Conference of the
Association for Business Communication
October 18-23, 2021

Dear GABC Participants and Friends,

We are excited to announce a partnership between Global Advances in Business Communication (GABC) and the Association for Business Communication (ABC).

The ABC is an organization many of you know, and some of you already have joined as members. While this partnership may become permanent, both organizations' leadership teams have agreed to a trial period that will extend from 2021 through 2023. This will include three Joint Conferences co-hosted by the GABC and ABC: the upcoming October 2021 Virtual Conference, a 2022 joint conference, and a (hopefully in-person) July 2023 Joint Conference in Seoul, South Korea.

To this end, we will ***be co-hosting the 13th Annual GABC Tricontinental Annual Conference with the 86th Annual ABC International Conference.***

Please submit a proposal and continue to support the GABC.

Please see submission details at end of this CFP.

Benefits and Details of Joint 86th ABC Conference/13th GABC Annual Conference

Two-for-One Proposal Submission Opportunity

For this 86th ABC/ 13th GABC Annual Conference, the six GABC-specific tracks have been added to the conference website. These tracks include

- Cross-cultural communication in global business exchanges
- Global integrated marketing communication (IMC) and public relations
- International business ethics and corporate social responsibility
- Use of language in business and professional communication
- Artificial intelligence, digital business, and cross-cultural communication
- Diversity and inclusion in international communications

As a presenter, you may choose to focus solely on the GABC tracks. However, all participants may submit one proposal to each event. Thus, *all participants have a two-for-one opportunity by submitting proposals to GABC and ABC tracks.*

Scope of the ABC & GABC Conference

This year, ABC is hoping to hold a hybrid event, which will include a robust virtual component. We expect to make a final decision by 1 April due to the positive outcomes of the vaccines and everyone's desire to see people in person, even if we still have to practice some healthy social distancing protocols. We want to offer all participants the opportunity to experience and benefit from both virtual and physical components.

In 2020, ABC held an entirely virtual conference using Pathable. Sessions, whether presented live or pre-recorded, became available on-demand afterward. Other live, virtual activities were also recorded and made

available. For this year's 86th Annual International Conference, should we be able to host a portion of the conference in a physical location, ABC is investigating options to record and upload to the virtual conference platform as many presentations as possible. At least two physical presentations will be streamed live via Zoom and also recorded/uploaded. As a result, should the event be hybrid, every participant will have the opportunity to participate fully in physical and virtual sessions.

Long-Term, On-Demand Access to Conference

ABC uses Pathable < <https://pathable.com> > as a vendor. Among the advantages of the Pathable is the long-term, on-demand access to conference materials. The joint conference provides both GABC and ABC participants access to Pathable. Thus, this year's event will offer the same flexibility and benefits: on-demand and long-term access to all conference materials.

Shared Website

GABC and ABC will use the same conference website ([ABC conference page](#)). GABC and ABC will use the same submission and registration system. By joining ABC, you will have two potential discounts: discounted member rate for the conference + 10% discounted registration rate for being a new member.

Through the partnership, there will be one conference program, one registration fee/process, and one schedule to facilitate the ease of participating and attending sessions in both the GABC and ABC conferences.

Shared Conference Proceedings

All submissions are eligible for the conference proceedings. GABC will have a separate section in the proceedings. Simply explained: all participants are given the option to include their conference proposal in the proceedings. If you submit to ABC's tracks, your proposal would be in ABC's section of the proceedings; similarly, if you submit to GABC's tracks, your proposal would be in GABC's section of the proceedings.

Please note that the Joint GABC/ABC Conference partnership has the full support of the GABC co-hosting universities: Eastern Michigan University, the University of Antwerp, the Technological University of Malaysia and the Delhi College of Business.

In closing, please support this new GABC/ABC Joint Conference partnership through the link below.

Conference Dates: **October 18 to October 23, 2021**

Submission Deadline: **April 12, 2021**

Location: **Virtual**

Submission Information: [here](#)

Please direct all questions to:

GABC Contacts:

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