

Call for Posters!

1st Australian Customer Vulnerability Symposium

Challenging Assumptions of Customer Vulnerability: Rethinking and Reshaping

28 April 2023, Melbourne Australia

The Australian Association of Social Marketing; Consumer Wellbeing Research Group, RMIT University; and the Centre for Behavioural Economics, Society and Technology, QUT are pleased to host the **1st Australian Customer Vulnerability Symposium** on Friday April 28th, 2023, at RMIT University, Melbourne, Australia.

The aims of this symposium are to:

1. Challenge assumptions and engage in dialogue on customers or clients experiencing vulnerability.
2. Gain evidence-based knowledge and different perspectives on customers or clients experiencing vulnerability.
3. Learn about cutting-edge practices to help you rethink and reshape your approach to customers or clients experiencing vulnerability.

We know that you may not be able to attend this exciting event without presenting elements of your research. Therefore, we invite you as researchers and HDR students to prepare a poster showcasing your work to an industry, government, NGO, and academic audience. Additionally, over 20 speakers will showcase their work, helping you to reframe and rethink your approach to vulnerability through a strengths-based lens.

Keynote Speakers include:

- Amanda Forster, Executive Manager of the Customer Advocate Office, Suncorp.
- Liz Duniec, Founding Director and Lucy Marshall, Senior Research Manager, ORIMA Research.
- Prof Rebekah Russell Bennett, Co-Director Centre for Behavioural Economics, Society and Technology, QUT.

- Industry speakers include representatives from Good Shepard, CSIRO, the Women's Hospital, Melbourne Genomics Health Alliance, Department of Families, Fairness and Housing, and others.

Poster presentations summarise information using text and images in a poster format. The Poster Sessions are scheduled for Friday, 28th April in the main area of the symposium. If your research fits this context and you want to showcase your work, make connections, gain feedback from an engaged and interested audience, and network with industry and like-minded researchers then please let us know.

Poster guidelines

Dimensions A1 size: 594mm high and 841mm wide

Participants will have to print the poster, space will be allocated in the foyer area of the venue.

Please register or take a look at our exciting program.

For further information please contact Associate Professor Amanda Beatson, a.beatson@qut.edu.au or Professor Mike Reid mike.reid@rmit.edu.au.