

***SAVE THE DATE: March 12<sup>th</sup>, 2024***

**at 3 pm CET (Central European Time, e.g., Brussels) – Other time zones: See below**

It is our pleasure to announce the next **online seminar**, by

**Dr. Bettina Schelke** (European Liaison Office of the German Research Organisations (KoWi))

with a **Keynote Talk** on

**“Horizon Europe: an Introduction for Service Marketing Researchers”**

The introductory webinar provides researchers interested in EU-funding with a short overview of opportunities to work with other scientists worldwide on projects to tackle global challenges and increase industrial competitiveness. The aim of the webinar will be to present the EU's current research and innovation framework programme, its rules for participation, collaborative research opportunities and how they are implemented in so called work programmes, as well as proposal submission and evaluation procedures. An important consideration of the presentation will be the cross-cutting issue of social sciences and humanities within the Horizon Europe programme. The online event will finish with tips for networking and successful participation.

The online event (free of charge) will take about 90 minutes, and includes the keynote talk and a Q&A.

Dr. Bettina Schelke will present on the following time zones (in ascending order):

- Berkely (US): 6 am PDT (Pacific Daylight Time) (UTC -7)
- Boston (US): 9 am ET (Eastern Time) (UTC - 4)
- Brussels (Belgium): 3 pm CET (Central European Time) (UTC +2)
- Bulawayo (Zimbabwe): 3 pm CAT (Central Africa Time) (UTC +2)
- Beirut (Lebanon): 4 pm EET (Eastern European Time) (UTC + 3)
- Baghdad (Iraq): 4 pm AST (Arabia Standard Time) (UTC + 3)
- Bengaluru (India): 6:30 pm IST (India Standard Time) (UTC + 5.30)
- Bangkok (Thailand): 8 pm ICT (Indochina Time) (UTC + 7)
- Beijing (China): 9 pm CST (China Standard Time) (UTC + 8)
- Brisbane (Australia): 11 pm AEST (Australian Eastern Standard Time) (UTC +10)

For this online seminar series, the EMAC Service Marketing SIG joins forces with IRSSM and AMA SERVSIG.



**ZOOM link for the seminar will be available via:**

<https://sites.google.com/view/service-marketing-seminar>