WHO WANTS TO BE THE WINNER OF THE BEST PRACTICE AWARD?

SUBMIT YOUR MARKET RESEARCH PROJECT NOW!

DEADLINE: 30 November 2023

Website: www.gor.de   Contact: office@dgof.de

SUBMIT YOUR MARKET RESEARCH PROJECT BY 30 NOV 2023

The GOR Best Practice Award competition is about demonstrating how applying online research and/or data science methods create value and impact.

It's an integral part of the annual General Online Research conference (GOR), where the winner will be determined.

All nominees will present their cases at the GOR conference on 23rd of February 2024 in Cologne, where you get the chance to exchange with market research experts and to become the GOR Best Practice Winner 2024.

Former Winners include SWR, Henkel, Danone, Elextrolux and Telekom.

The General Online Research conference (GOR) was established in 1997 and is organized by the **German Society for Online Research**. With an average of 350 international participants coming from academia, industry, media, as well as government and up to 100 presentations it is one of the largest social science/market research conferences in Europe. This year, the conference takes place from 20 to 22 September 2023 in Kassel.

WHAT CAN BE SUBMITTED?

The call is open for best cases in which **online research methods and/or data science techniques** have been **successfully applied** in a market research context, whether solely or in combination with traditional methods. The submission should also **showcase the excellent collaboration between** the agency/market researcher and the client. Cases that include **innovative data sources** like social media, geotags, tracking data, VR or big data are welcome, but it's not limited to these. What is decisive is the **impact** the project has generated!

HOW TO SUBMIT?

The submission includes an abstract (350 words), which must be uploaded via the GOR ConfTool System in English until 30 Nov 2023, and should be structured along the following topics:

Relevance / Research Question // Methods & Data // Results // Added Value
There must be at least two authors/presenters, one from the agency and one from client side. For internal projects it can be the project lead and business stakeholder. Please avoid being too promotional in your submission. Shortlisted presenting teams will receive 2 GOR tickets for the price of one.

The **Best Practice Jury** will select a shortlist comprised of the best submissions and all nominees are asked to present it the GOR conference on 23rd of February 2024 in Cologne. Both the Best Practice Jury and the audience will determine the winner, who will be awarded with a trophy and additional media coverage.

DEADLINES

30 November 2023
Deadline for Best Practice Award Application

10 January 2024
Announcement of Shortlist

14 January 2024
End of early bird discount and registration deadline for Best Practice Award presenters

15 January 2024
Deadline for updating submitted and accepted abstracts.

11 February 2024
Deadline for uploading presentations

For questions please reach out to office@dgof.de.