



**‘New Trends in Market Research’
CALL FOR PAPERS**

With the aim of ensuring the steady growth of our industry by promoting a learning culture, the Marketing & Social Research Association (MSRA) welcomes your participation in its 5th convention scheduled to take place on **20th June 2013 in Nairobi**. The 2013 conference theme will be **“New Trends in Market Research”**

We are now calling for presentation submissions for this 2013 conference. For information on submissions, please see the MSRA Speaker’s Manual. The deadlines for submissions are:

DUE DATE	ITEM
17 th May 2013	Submission of synopses by potential speakers
24 th May 2013	Selection of papers from submitted synopses
31 st May 2013	Submission of final written papers
7 th June 2013	Submission of presentations by speakers
14 th June 2013	Dry-run of presentations by speakers
20 th June 2013	Presentation of papers at conference
20 th June 2013	Announcement of winners at gala dinner

In line with the conference theme, we are specifically looking for papers that cover new areas of research, new research methods, new client groups or otherwise innovative research endeavors.

➤ **Synopsis:**

The deadline for submitting your summary paper (which will outline in brief what your final paper will cover) is set for **17th May 2013**.

The synopsis will be primarily used to identify and select presenters who should proceed to complete their final paper and presentation. This selection will be done by a panel of judges with speakers notified by **24th May 2013**.

➤ **Final paper and presentation:**

The deadline for submitting your final written paper is set for **31st May 2013** while your presentation submission date is set for the **7th June 2013**. Guidelines of how these should appear, the judging criteria to be used, and timings for the presentation are included in the Speaker’s Manual. The Manual also includes deadlines for submitting your equipment and other requirements.

➤ **Award Presentations:**

There will be **2 awards** given at the conference with decisions for the Best Paper Award and People’s Choice Award being made by a panel of judges and delegates in attendance respectively:

<p>Best Paper Award</p> <ul style="list-style-type: none"> - A token from the Association - Recognition on MSRA website - Certificate of recognition and official MSRA recognition plate - Email burst to all researchers working for research agencies in Kenya informing them of the winner 	<p>Best Presentation (People’s Choice Award)</p> <ul style="list-style-type: none"> - A token from the Association - Recognition on MSRA website - Email burst to all researchers working for research agencies in Kenya informing them of the winner - Official MSRA recognition plate
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➤ **Conference discounts:**

All speakers for the convention will be able to attend the 1 day conference for FREE.

We look forward to your participation. For any clarifications/questions, please contact Sylvia Radido on the addresses given below.