



***‘Technology In Research: –  
The Good, the Bad and the Opportunities’***

**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 6<sup>th</sup> convention scheduled to take place on the **26<sup>th</sup> of June 2014 in Nairobi**. The 2014 conference theme will be **“Technology in Research – the Good, the Bad and the Opportunities”**.

**We are now calling for presentation submissions for this 2014 conference. For information on submissions, please see the MSRA Speaker’s Manual. The deadlines for submissions are:**

<b>DUE DATE</b>	<b>ITEM</b>
15 <sup>th</sup> April 2014	Submission of synopses by potential speakers
29 <sup>th</sup> April 2014	Selection of papers from submitted synopses
13 <sup>th</sup> May 2014	Submission of final written papers
20 <sup>th</sup> May 2014	Submission of presentations by speakers
30 <sup>th</sup> May 2014	Dry-run of presentations by speakers
26 <sup>th</sup> June 2014	Presentation of papers at conference
26 <sup>th</sup> June 2014	Announcement of winners at gala dinner/cocktail

➤ **Synopsis:**

The deadline for submitting your summary paper (which will outline in brief what your final paper will cover) is set for **15<sup>th</sup> April 2014**.

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 **29<sup>th</sup> April 2014**.

➤ **Final paper and presentation:**

The deadline for submitting your final written paper is set for **13<sup>th</sup> of May 2014** while your presentation submission date is set for the **20<sup>th</sup> of May 2014**. 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><b><i>Best Paper Award</i></b></p> <ul style="list-style-type: none"> <li>- A token from the Association (MSRA)</li> <li>- Recognition on MSRA website</li> <li>- Official MSRA recognition plate</li> <li>- Email burst to all researchers working for research agencies in Kenya informing them of the winner</li> </ul>	<p><b><i>Best Presentation (People’s Choice Award)</i></b></p> <ul style="list-style-type: none"> <li>- A token from the Association (MSRA)</li> <li>- Recognition on MSRA website</li> <li>- Official MSRA recognition plate</li> <li>- Email burst to all researchers working for research agencies in Kenya informing them of the winner</li> </ul>
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➤ **Conference discounts:**

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

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