

MSRA 2018 CONFERENCE, 23RD AUGUST 2018

UNMASKING THE BOP: KADOGO ECONOMY

CALL FOR RESEARCH PAPER PRESENTATIONS

With the aim of ensuring the steady growth of our industry by promoting a learning culture, the Marketing & Social Research Association (MSRA) Kenya welcomes your participation in its 10th conference scheduled to take place on the **23rd of August 2018 in Nairobi.**

- **Conference Theme:** - **“Unmasking the BOP: Kadogo Economy”.**

- **Rationale for the conference theme:**

The bottom of the pyramid (BoP) represents the biggest market opportunity in the world if companies can offer affordable products and services more efficiently. This means seeing the BoP consumers not as victims of poverty but as value driven consumers. BoP Consumers are not necessarily defined by money but by mindset as well. Companies that benefit from the BoP consumer are those that can offer a value proposition that caters for the BoP pocket as well as the mindset. This ensures that all products and services can be innovatively made accessible to this large consumer base. To access opportunities at the BoP, companies have to combine low costs, quality, profitability and sustainability. MSRA will dig deeper into **“The biggest market opportunity – BoP”** by taking into consideration their drivers to choice, buying patterns and behaviour.

- **Objectives of the conference:**

By the end of the conference, participants should be able to;

- Define the BoP Consumer and profile them
- Articulate their consumption and purchasing behaviour
- Identify the stimuli or circumstances that are driving their behaviour
- Evaluate success factors in responses that have worked and factors for those that have failed in attracting the BoP Consumer
- Appreciate innovative thinking and practices from local and international firms that are winning in their response to the bottom of the pyramid consumer
- Participate in sharing research best practices that have had a real impact in identifying the tastes, purchasing behaviour and insights generated in response to the BoP consumer
- Expand the working network of researchers and business

- **Conference Sub Themes:**

- **Understanding the BoP Consumer** – this subtopic seeks to articulate an understanding of who is a BoP Consumer? Their drivers and motivations, Consumer behaviour and decision-making patterns. We hope to see evidence from desk research or primary research in supporting conclusions made.
- **Responding to the shift** - Within this subtopic, we would like to know what we as a research industry could do to better understand the BoP consumer whose priorities are different and shifting. How has this changed our thinking, approach or execution? We also hope to hear how clients have had to re-think their strategy to market their products in an attractive manner to the BoP consumer and its impact on their business. Have consumers noted the change – **Kadogo economy?**
- **Future proofing in business** - How do businesses innovatively respond to offer value to the BoP Consumers.

- What mechanisms do FMCG companies use to target the BoP consumers? How can the research industry help businesses unearth the opportunities that exist?

To achieve the objectives of the conference, the following activities shall be undertaken;

- Plenary sessions
- Panel discussions
- Outdoor exhibitions
- Networking sessions

We are now calling for presentation submissions for this 2018 conference for the plenary sessions. For information on submissions, please see the MSRA Speaker's Manual. The deadlines for submissions are:

DUE DATE	ITEM
19 th June 2018	Call for papers
6 th July 2018	Submission of synopses by potential speakers
13 th July 2018	Review and feedback on synopses submitted
3 rd August 2018	Submission of presentations by speakers
9 th August 2018	Dry-run of presentations & selection of papers to proceed to conference
10 th August 2018	Notification of presenters who will proceed to conference
17 th August 2018	Submission of final written paper & presentations by speakers
23 rd August 2018	Presentation of papers at conference
23 rd August 2018	Announcement of winners

- **Synopsis:**

The deadline for submitting your summary paper (which will outline in brief of what your final paper will cover) is set for the **6th of July 2018**.

The synopsis will be primarily used to help us ascertain your papers purpose, its relevance to the topic, scope of coverage of the topic among others. A panel of judges will review your synopsis and give you feedback/advice to guide you in preparing your paper & presentation by the **13th of July 2018**.

- **Presentation:**

Following the advice/feedback from the judges you are required to prepare your presentation and submit it to MSRA by the **3rd of August 2018**. Guidelines of how these should appear, the judging criteria to be used, and timings for the presentation are included in the Speaker's Manual.

- **Dry Run/Selection:**

A dry run is scheduled for the **9th of August 2018** where you will be given the opportunity to present your paper. The dry run will be primarily used to identify and select presenters who will proceed to conference and therefore need to complete their final paper and presentation. This selection will be done by a panel of judges and speakers notified by the **10th of August 2018**.

- **Final Paper and Presentation:**

Presenters selected to proceed to conference should submit their final written paper (is more detailed and is normally uploaded on the MSRA website after the conference) and final presentation (in presentation format for use during the conference) by the **17th of August 2018**. 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:

Best Paper Award (Judges' Award)

- A token from the Association (MSRA)
- Official MSRA recognition plate

Best Presentation (People's Choice Award)

- A token from the Association (MSRA)
- Official MSRA recognition plate

- **Conference discounts:**

All research paper presenters will be able to attend the one (1) day conference for FREE. Please note that this applies to only one speaker per presentation. In cases where more than one speaker is presenting then the additional speaker will be given a 50% discount on the conference fee. Maximum is two speakers per paper.

We look forward to your participation. For any clarifications/questions, please contact Sylvia Radido via email: info@msra.or.ke