

## MSRA 2016 CONFERENCE, 8<sup>th</sup> September 2016

### #DIGITAL IMPACT - NEW, NOW, NEVER AGAIN

#### 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) in Kenya welcomes your participation in its 8<sup>th</sup> conference scheduled to take place on the **8<sup>th</sup> of September 2016 in Nairobi**.

The 2016 conference theme is - **"#Digital Impact - New, Now, Never Again"**.

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 2016 conference for the plenary sessions. For information on submissions, please see the MSRA Speaker's Manual. The deadlines for submissions are:**

DUE DATE	ITEM
1 <sup>st</sup> July 2016	Call for papers
20 <sup>th</sup> July 2016	Submission of synopses by potential speakers
27 <sup>th</sup> July 2016	Review and feedback on synopses submitted
19 <sup>th</sup> August 2016	Submission of presentations by speakers
25 <sup>th</sup> August 2016	Dry-run of presentations & selection of papers to proceed to conference
26 <sup>th</sup> August 2016	Notification of presenters who will proceed to conference
31 <sup>st</sup> August 2016	Submission of final written paper & presentations by speakers
8 <sup>th</sup> September 2016	Presentation of papers at conference
8 <sup>th</sup> September 2016	Announcement of winners

• **Rationale for the conference theme:**

Digital transformation is not just here to stay, but its transforming how industries define and conduct themselves to stay relevant. The research industry needs to ensure it transforms in tandem with digital consumers, digital market-place and leverage technology to ensure we continue to help transform clients' businesses in a digital error.

The conference examines how the research industry has responded and transformed itself in a digital work. It will examine unexplored opportunities created by a digital context that are ours to explore. The conference will also identify practices and thought patterns that can no longer apply in a digital world.

- **Objectives of the conference**

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

- Define what a digital world is and how markets and consumers have responded to it
- Appreciate the need for the research industry to respond and stay relevant in a digital world
- Appreciate innovative thinking and practices from local and international firms in a digital context
- Participate in sharing research best practices that have a digital impact and relevance
- Expand their network of researchers and clients
- Leave challenged to learn and creatively leverage technology, business acumen, and industry insight, to help transform clients' businesses with digital.

- **Synopsis**

The deadline for submitting your summary paper (which will outline in brief of what your final paper will cover) is set for **20<sup>th</sup> July 2016**.

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 **27<sup>th</sup> of July 2016**.

- **Presentation:**

Following the advice/feedback from the judges you are required to prepare your presentation and submit it to MSRA by the **19<sup>th</sup> of August 2016**. 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 **25<sup>th</sup> of August 2016** 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 with speakers notified by **26<sup>th</sup> of August 2016**.

- **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 **31<sup>st</sup> of August 2016**. 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:

<b><i>Best Paper Award</i></b> <ul style="list-style-type: none"><li>• A token from the Association (MSRA)</li><li>• Official MSRA recognition plate</li></ul>	<b><i>Best Presentation (People's Choice Award)</i></b> <ul style="list-style-type: none"><li>• A token from the Association (MSRA)</li><li>• Official MSRA recognition plate</li></ul>
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- **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 two speakers per paper.

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