

GUIDELINES FOR SUBMITTING AN OUTLINE

OUTLINE REQUIREMENTS AND GUIDELINES

1. All outlines must give a clear and detailed picture of the proposed full paper so the Programme Committee can judge the quality of the proposed contribution. This is to ensure that contributions of sufficient interest and quality will be presented, and to avoid refusal by the Committee due to inadequate detail.

2. Please indicate if there is any risk that research will not yield the results foreseen or will not be completed in time for the paper.

3. Avoid including any sales pitches in the paper. Only worthwhile PR results from papers of a high standard and value will be accepted.

4. Outlines/proposals must be written in English and should be at least two pages in length. If a full paper is available at this stage it may be submitted in addition.

5. Please provide the following information with each outline/proposal you submit:

- **Title** of the proposed paper or networking session
- **Name(s), qualifications and job title(s)** of the author(s), including full company address, phone number, fax number and email address
- **Subject matter** of the proposed paper, stating the specific (topic) session for which it is intended
- **Type of paper** including research application, case study, discussion topic, methodological paper, new ground research, business issue
- **Specification** of the research methods and techniques used
- **Relevance:** how the subject will be of interest and value to the audience
- **Presentation** information, such as any additional material that will be presented (case histories, new research, etc.)

• **References** of the author's earlier work to provide a clear idea of the content of the contribution. (Note: Only papers with a full bibliography are eligible for awards) AND of conferences where the authors have previously presented (name of conference(s), organizer, date and place).

6. With multiple authors, the authorship of the paper should be attributed only to those making a major contribution. Any intention to change the names of the authors before the final paper is produced must be agreed with ESOMAR.

7. All submissions must be sent by email to conference@esomar.org or on disc to

ESOMAR

Vondelstraat 172,
1054 GV Amsterdam
The Netherlands.

8. Outlines, proposals and discussion topics must be sent in a format compatible with Word for Windows 97, 98 or 2000.

9. All submissions must be received before the deadline stipulated on the ESOMAR website. ESOMAR will confirm receipt of all submitted outlines by email. If you do not receive confirmation of receipt within three days of sending, please call us on +31 20 664 2141.

By submitting a contribution the author(s) warrants that:

- in line with the ICC/ESOMAR International Code of Marketing and Social Research Practice, he/she has obtained permission from clients and/or other third parties to present and publish the material contained in the paper and/or in the audio-visual presentation.
- the contribution shall not infringe upon the copyright, right of use or any other right of intellectual property of any (co-)author(s), client(s) and/or other third parties.

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- he/she shall indemnify ESOMAR and will ensure that ESOMAR is not held liable for any claims from (co-)authors, clients and/or other third parties incurred by author's failure to obtain such permissions, copy and usage rights.

SELECTION POLICY

The main selection criteria are:

- Quality of content: Contributions that are innovative, application-based and supported by live examples are favoured over those that follow the well-trodden path.
- Originality: The paper should not have been published or presented elsewhere.
- Use of case studies (joint supplier/user presentations preferred)
- Relevant marketing applications
- **Note:** Papers that are sales pitches will not be accepted.

By submitting an outline/proposal, the author acknowledges that:

- The decisions of the Programme Committee regarding the selection criteria are final
- ESOMAR cannot be held liable for any inconveniences from the Committee's decision
- The Programme Committee's deliberations are confidential and the Programme Committee has no obligation to provide information concerning the reasons for selection or refusal to authors or other third parties
- It is his/her responsibility to ensure that submissions are received at the ESOMAR Office, in good order, before expiry of the deadline published by ESOMAR

Registration fee policy for speakers

For each written paper accepted, ESOMAR will

waive one registration fee. If there is more than one speaker, it is their responsibility to decide how the fee is attributed or split.

'User-friendly' policy

In order to encourage the participation of research users in the Programme, ESOMAR will waive both registration fees for any provider/user paper up to a maximum of two speakers per paper.