

ESOMAR CONGRESS AWARDS

There will be three Awards for papers presented at this year's Congress:

- 'The Fernanda Monti Award' for the **best paper overall**. This Award is for EUR 2,500.
- For the **best case history** - showing an interesting application of research helpful to users. This Award is for EUR 1,500.
- For the **best methodological paper** of technical and innovative interest, which adds to the tools available to researchers. This Award is for EUR 1,500.

The three awards will be judged solely on the basis of the written papers and not on the manner of presentation.

ELIGIBILITY

Speakers presenting papers at the invitation of ESOMAR will not be eligible for an ESOMAR Award. All other full papers will be eligible, provided that:

- they contain a full bibliography and adequately acknowledge work carried out by other authors
- the full text of the paper has been received by ESOMAR by the deadline.

JUDGING CRITERIA

The papers should contain original thought concerning the techniques and applications of marketing, opinion or social research of current significance. More particularly, the Jury shall seek for evidence that as many as possible of the following criteria have been met by each of the selected papers:

- a) The paper contributes to excellence and best practice in research
- b) The paper is innovative (i.e. break new ground). It shows high levels of creativity, fresh thinking and innovation in the approach
- c) It shows a real understanding of business issues by proving its actual or potential impact on decision-making in business and/or society.
- d) It indicates how, and under what circumstances,

the theory (or the findings) may be best applied.

- e) It focuses on applications, including real examples, across cultures, business sectors and countries
- f) It shows real and deep customer and/or consumer knowledge
- g) It values scientific, statistical and analytical methods and techniques to gain insight or support decision making

In addition, the Jury may take into account the extent to which the paper is useful in the defence or the promotion of the Profession, or deals with problems facing the Profession, worldwide, in line with ESOMAR principles.

COPYRIGHT

The copyright of the papers shall be assigned to ESOMAR, also in writing. The author(s) shall be given full acknowledgement by name in every case of re-publication of the Award-winning papers.

SELECTION PROCEDURE

The selection will be arranged as follows: The Programme Committee, prior to the Congress, will prepare a short-list of three papers for each of the three Award categories, which in its view, are worthy of consideration. These papers will then be circulated to a special Jury. The Jury will consist of five persons and will include the President of ESOMAR (as Chairman), the Chairman of the Programme Committee and three members. Each will have a single vote, with the Chairman entitled to a casting vote, if required.

If no papers are judged to attain the requisite standard, the Jury shall be free to award no prize at all.

ESOMAR reserves the right to refuse any papers that would be contrary to the letter and the spirit of ESOMAR's Codes & Guidelines. Authors can have access to ESOMAR's Codes & Guidelines on ESOMAR Web-site: www.esomar.org