WHO WANTS TO BE THE WINNER OF THE BEST PRACTICE AWARD?

SUBMIT YOUR MARKET RESEARCH PROJECT NOW!

DEADLINE: 30 APRIL 2023

The **GOR Best Practice Award** competition is about demonstrating how applying online research and/or data science methods create **value** and **impact**. It's an integral part of the annual **General Online Research conference (GOR)**, where the winner will be determined. All nominees will present their cases at the GOR conference on 21 September 2023 in Kassel, where you get the chance to exchange with market research experts and to become the **GOR Best Practice Winner 2023**.

WHAT CAN BE SUBMITTED?

The call is open for best cases in which **online research methods and/or data science techniques** have been **successfully applied** in a market research context, whether solely or in combination with traditional methods. The submission should also **showcase the excellent collaboration** between the agency/market researcher and the client. Cases that include **innovative data sources** like social media, geotags, tracking data, VR or big data are welcome, but it's not limited to these. What is decisive is the **impact** the project has generated!

HOW TO SUBMIT

The submission includes an abstract (350 words), which must be uploaded via the **GOR ConfTool System** **in English** until 30 April 2023, and should be structured along the following topics:

RELEVANCE / RESEARCH QUESTION // METHODS & DATA // RESULTS // ADDED VALUE

There must be at least two authors/presenters, one from the agency and one from client side. For internal projects it can be the project lead and business stakeholder. Please avoid being too promotional in your submission. Short-listed presenting teams will receive 2 GOR tickets for the price of one.

SUBMIT NOW AND GET THE CHANCE TO SHOWCASE YOUR BEST PRACTICE TO AN EXPERT AUDIENCE! BE INSPIRED BY OTHER CASES AND EXCHANGE IDEAS WITH LIKEMINDED PEOPLE AT GOR 2023.

The **Best Practice Jury** will select a shortlist comprised of the best submissions and all nominees are asked to present it the GOR conference on 21 September 2023 in Kassel. The registration fee will be discounted for nominees. Both the Best Practice Jury and the audience will determine the winner, who will be awarded with a trophy and additional media coverage.

The General Online Research conference (GOR) was established in 1997 and is organized by the **German Society for Online Research**. With an average of 350 international participants coming from academia, industry, media, as well as government and up to 100 presentations, it is one of the largest social science/market research conferences in Europe. This year, the conference takes place from 20 to 22 September 2023 in Kassel. Find more information **here**.

GOR
organized by **DGOF**