



MARKET RESEARCH

ONLINE SURVEYS

ARTIFICIAL INTELLIGENCE

SOCIAL SCIENCE

DATA SCIENCE

# GOR26

## ANNUAL CONFERENCE

# GOR IMPACT & INNOVATION AWARD 2026

Rheinische Hochschule, Cologne, 26-27 February

GOR Workshops at GESIS Cologne, 25 February

[www.gor.de](http://www.gor.de) | Contact & Booking: [office@dgof.de](mailto:office@dgof.de)

## Dear Agencies, Start-Ups and Market Research Tool Providers,

Following the successful first edition featuring **six nominees in 2025**, we are pleased to open submissions for the **GOR Impact & Innovation Award 2026**. We invite you to showcase your outstanding market research case, demonstrating excellence from initiation to implementation.

### Call for Submissions

- Your case should involve the **application of innovative approaches including AI, data science, online-based surveys/interviews**. It can be also a mix of traditional and innovative approaches.
- **No requirement to involve clients!** However, clients are more than welcome but can be anonymized for submission/contest!
- Nomination by a **jury consisting of clients and market research experts** from various industries.
- **Live contest with all nominees at GOR 2026** in Cologne on February 26 (award ceremony on February 27 )
- **Jury and audience determine the winner** of the award.
- Abstract and presentation are required to be **in English**



### Winner 2025

Aktion Mensch e.V. / Ipsos:  
*The Teilhabe-Community: An Infrastructure for Research Projects Involving Individuals with Disabilities.*





**GOR**

organized by DGOF

## Evaluation Criteria

### Objectives

Which business question wanted the client to be answered?

### Method & Approaches & Innovation

How were the insights gathered?

### Results

What are striking and impactful insights?

### Impact

How did the project move the needle for the client?

What was done differently afterwards?

## Benefits for Your company



**Live competition at GOR amongst all nominees** – 20 min airtime in a full plenary with up to 100 participants



**Additional media coverage of all nominations** in MR expert media and the chance to present at further events



**50% discounted GOR ticket** for one presenting nominee



**An email badge + trophy** to present in your entrance hall



**Feedback and exchange** with industry experts on your case during the conference

## Important Dates

Deadline for submissions: **15 November 2025**

Announcement of nominees: **22 January 2026**

Live contest at GOR: **26 February 2026**

**Don't miss the chance to win the GOR Impact & Innovation Award 2026!**

## How to apply?

Submit a short outline or presentation of your **outstanding market research case** via [ConfTool](#).

You will need to create a user account in ConfTool.

Once registered, you can submit your short case summary / project description. You may also upload additional relevant documents to illustrate your approach.

If your abstract is not yet ready, simply email us at [office@dgof.de](mailto:office@dgof.de) to express your interest. We will follow up with you individually to ensure you don't miss any deadlines or submission requirements.

If you encounter any issues with your application or for any questions, please contact our office for assistance: Tel.: +49(0)221-27 23 18-180 and E-Mail: **[office@dgof.de](mailto:office@dgof.de)**

# PRESENT YOUR MOST IMPACTFUL MARKET RESEARCH CASE AT THE GOR IMPACT & INNOVATION AWARD!

At 28<sup>th</sup> GOR conference, February 26-27 2026 in Cologne  
**APPLY NOW! DEADLINE: NOVEMBER 15, 2025!**

Submit a short outline or presentation of your **outstanding market research case** via [ConfTool](#) now.

Deadline: November 15 - It doesn't have to be final at this stage  
Cases need to **demonstrate impact on client side** and involve the **application of innovative approaches** including AI, data science, advanced online-based surveys/interviews!

**Client involvement is welcome** but not mandatory:  
The case can be anonymized!

**Live competition at GOR amongst all nominees on February 26, 2026 in Cologne!**



For more information visit: <https://www.dgof.de/forschungsfoerderung/gor-impact-innovation-award/>

Tel.: +49(0)221-27 23 18-180 / [office@dgof.de](mailto:office@dgof.de)

# What should you know about GOR?



**International Annual Conference** – bringing together the global research community **since 1997**, organized by the German Society for Online Research (DGOF)



**250+ participants** from **20+ countries**



**Key Topics:** Surveys • Innovative Methods • AI • Data Science • Social Sciences • Market Research



**Connect & collaborate** with leading international experts and peers from market research and social sciences in interactive sessions, workshops, key notes and peer reviewed presentations



26-27 February, 2026: Rheinische Hochschule, Cologne  
25 February 2026: GOR Workshops at GESIS, Cologne

**For more information and the Call for Submissions, visit [www.gor.de](http://www.gor.de) !**

