

IMPACT AND INNOVATION AWARD

GOR27

GROWING DATA LANDSCAPES

ANNUAL CONFERENCE

Rheinische Hochschule, Cologne, 18-19 February

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

Showcase your outstanding market research project and compete for the annual **Impact & Innovation Award**.

We're looking for submissions that deliver meaningful impact for clients through innovative approaches—from AI and data science to online surveys and interviews—or through a combination of traditional and new techniques.

Call for Submissions

Submit the outline of your project by 13 November 2026.

Client involvement is welcome but not required and may be anonymized for both submission and competition purposes.

A jury of clients and market research experts from various industries will choose the finalists, and the winner will be selected jointly by the jury and the GOR 27 audience during the competition at GOR on 18 February 2027.

The presenters shortlisted for the competition will be announced in December and will receive a discounted GOR 27 ticket.

Abstract and presentation are required to be in English.



WINNER 2026

MCM-Klosterfrau,
Q-Agentur, horizoom, xelper:
*Scaling Qualitative Depth:
A Large-Scale Validation Study
Comparing AI-Moderated
Interviews and Conventional
Surveys
in OTC Pharma Research*

WINNER 2025

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

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: **13 November 2026**

Announcement of nominees: **08 January 2027**

Live contest at GOR: **18 February 2027**

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 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

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

At 29th GOR conference, February 18-19 2027 in Cologne
APPLY NOW! DEADLINE: 13 NOVEMBER, 2026!

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

Deadline: 13 November - 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 required and may be anonymized for both submission and competition purposes.

Live competition at GOR amongst all nominees on February 18, 2027 in Cologne!

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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

18-19 February 2027: Rheinische Hochschule, Cologne
17 February 2027: GOR Workshops at GESIS, Cologne

For more information and the Call for Submissions, visit www.gor.de

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