

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

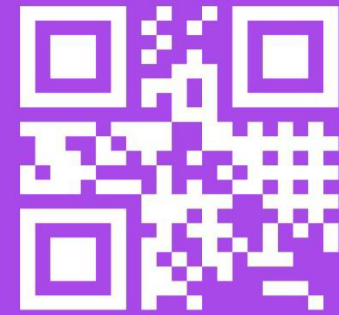
April 01-02, 2025



THE 27TH
GENERAL
ONLINE
RESEARCH
CONFERENCE

31.03. - 02.04.25

HENRY FORD BAU, FU BERLIN



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

With excitement we are announcing the launch of the **new GOR Impact & Innovation Award and looking forward for your submission!**

This award will renew the previous GOR Best Practice award and includes many exciting changes and innovations.

Call for Submissions

- We're looking for your presentation of **an outstanding market research case** from initiation to implementation.
- 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 of all nominees at GOR 2025** in Berlin on April 01 (award ceremony on April 02)
- Jury and audience determine the winner of the award.
- Abstract and presentation are required to be **in English**



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
- **A trophy** to present in your entrance hall
- **Feedback and exchange** with industry experts on your case during the conference

Jury Members



To be confirmed

Holger Geißler (marktforschung.de / succreet)

Sabine Menzel (L'Oréal)

Yannick Rieder (Johnson & Johnson, DGOF Board Member)

Sebastian Verfürth (RTL Germany)

Important Dates

Deadline for abstracts: 15 November 2024

Announcement of nominees: **22. January 2025**

Live contest at GOR: **01 April 2025**

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

How to apply?

Write us now and claim your interest already! We will follow-up with you individually, making sure you don't miss any deadlines and requirements for the submission.

If you would like to provide an abstract now, please use the following link:

<https://www.dgof.de/forschungsfoerderung/gor-impact-innovation-award/>

For more information please use: Tel.: **+49(0)221-27 23 18-180** and E-Mail: **office@dgof.de**

