

**WEDNESDAY 21ST MARCH 2018 | 1PM - 6PM**

FOUR POINTS BY SHERATON | 707 WELLINGTON STREET, PERTH



# 2018 WA STATE CONFERENCE

## CALL FOR SPEAKERS

BE THE VOICE OF OUR PROFESSION

**SUBMISSION DEADLINE: FRI 16th FEBRUARY 2018**

### 21st March is Harmony Day

Our diversity makes Australia a great place to live. Harmony Day is a celebration of our cultural diversity – a day of cultural respect for everyone who calls Australia home.

Held every year on 21 March, Harmony Day coincides with the United Nations International Day for the Elimination of Racial Discrimination. The message of Harmony Day is 'everyone belongs', the Day aims to engage people to participate in their community, respect cultural and religious diversity and foster a sense of belonging for everyone.

Access your inner storyteller, get involved and share stories of how market and social research is working with other specialisations and disciplines in 2018.



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The AMSRS WA Conference is the main event in 2018 for the Western Australian Division. As an industry we come together to increase the standard, ethics and understanding of market & social research with peers, clients and our partner industries such as advertising and marketing, along with our academic friends.

Business and Government clients look to our skills to provide the depth of insight about human behaviour and thinking and the rigour they need for evidence-based decision making. The opportunity for market and social research is to establish the big picture, the cultural context and behavioural analysis that brings together and makes sense of all the data and expert advice clients receive.

The future of our industry will be built on how successfully we work with and make sense of data and insight across social, business, technology and innovation.

It is important for us to promote the broad understanding of market and social trends, highlighting the work we do and how it fits in to the complex social changes facing Australia now and in the future.

**Let's come together with colleagues, clients, friends, our research family and our wider research community to celebrate our diversity on and beyond 21 March.**

Australia is a vibrant and multicultural country — from the oldest continuous culture of our first Australians to the cultures of our newest arrivals from around the world.

Our cultural diversity is one of our greatest strengths and is at the heart of who we are. It makes Australia a great place to live.

**We will be celebrating harmony day by showcasing research from around the country. Your submission does not need to have a “harmony day” theme, but we will be looking more favourably to research that can harness the Harmony Day message ‘Everyone Belongs’.**





## As a speaker you will have access to:

- 100+ delegates
- The opportunity to be a recognised speaker and thought leader for one of Australia's industry events
- Profile-raising for yourself and your company pre, during and post event
- Presentation assistance and feedback
- A free ticket to the event
- Opportunity for conference speaker awards

## Content is key

Great inspirational content and delivery will be a win for you and the WA Conference delegates. With ever increasing demand for stage time, it is important to remember that your personal success and that of the conference hinges on great content and delivery.

## This is what we are looking for:

- Inspirational content
  - Share your passion
  - Tell us a story
  - Make some ooooh moments
  - Use creative delivery techniques
  - Share a case study with clients or other departmental stakeholders
  - New stuff – new info, new thinking, new take on an old idea
  - Create controversy – ask the hard questions
  - Involve our partner industries
  - Involve the audience
- >> Don't be salesy – delivering interesting content is the best advertising



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## Presentations with impact

**20 SLIDES**



**X**

**20 MINS**



Each presentation will be given 20 mins and will not have more than 20 slides.

As well as your slides, you will need to provide →

As audiences expect presentation slides to be more and more visual, it is important that what you say is delivered as well.

**SPEAKER NOTES**



**OR**

**FULL PAPER**



### Presentation with Speaker Notes

- No minimum - the notes just need to explain the presentation clearly.
- Separate notes are a pain for all concerned - they need to be in the powerpoint document so they are always with the charts.
- The idea is that someone could pick up this document and understand your topic without verbal explanation.

#### Eligible Award(s)

- Best Conference Presentation

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- Best Conference Presentation

### Presentation with Full Paper

- Papers will be provided to the conference committee earlier than your presentation and will be in word format.
- As a guide, papers should be about 5000 words, including list of references, tables etc.
- Please number pages.
- References within the text should be author's family name followed by year of publication all in round brackets, eg. (Deming, 1986).
- Tables must be numbered consecutively within the main text using roman numerals (VI) and have a title.
- Figures, diagrams, charts must be numbered consecutively within the main text using arabic numerals (6), black and white and with a title.
- The reference list at the end of the abstract should be complete and in Harvard style using an alphabetical list by author.

→ Please note: Only AMSRS members are eligible for being nominated to be judged for the Conference Awards.

→ For logistics reasons, please note that there are mandatory 2018 conference templates for papers, presentations and speaker notes.

> To ensure you have the best speaker experience, the conference content committee are there to help you and work with you - ensuring the content and delivery of each presentation is enjoyable

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## How to give us your great idea...

Email your synopsis document explaining your concept by [Friday 16<sup>th</sup> February 2018](#) to: [events@damsrs.com.au](mailto:events@damsrs.com.au)

## It's that easy!

An idea of the information we would like to know:

### For judging your synopsis

10 ppt slides	→ let us see your draft presentation
250 word abstract	→ give as a written description of what you will be presenting
Fill in the entry form	→ this lets us know the who, how, why etc

### For Advertising

This is for the program, website and marketing materials (as we will launch asap)

- 200 word synopsis of your presentation
- High res photos of each of the speakers
- 200 word bio of each speaker

**YOU WILL NEED TO PROVIDE ALL OF THE ABOVE TO BE CONSIDERED BY THE COMMITTEE**

## Due Dates & Deliverables:

**Friday 16<sup>th</sup> February 2018**

Synopsis Due – Call for Speakers closes

**Mon 19<sup>th</sup> - Fri 23<sup>rd</sup> Feb 2018**

Discussions with Committee re your Synopsis (not applicable for all submissions)

**Fri 23<sup>rd</sup> February 2018**

Advise candidates of successful and unsuccessful submissions

**Fri 5<sup>th</sup> March 2018**

FINAL paper/notes & presentations (Due for AV logistics)



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## The fine print... [\(Terms & conditions\)](#)

### → Synopsis Submission

Synopses submitted for consideration must conform to the following guidelines:

- Your Synopsis must give a clear and detailed picture of the proposed content to allow the Committee to judge the quality of the proposed contribution against the selection criteria.
- If there is any risk that primary research to be presented will not yield the results foreseen, or not be completed in time for the paper, or a key stakeholder may not give approval for the content to be presented - please indicate this.
- AMSRS will confirm receipt of all submitted synopses. If you do not receive confirmation of receipt within three days of sending, please call us on (02) 9566 3100.
- Authors who submit a synopsis acknowledge that the decision of the 2018 WA Conference Committee is final and that AMSRS cannot be held liable for any inconvenience resulting from the Committee's decision.
- The Conference Committee reserves the right to request changes to submitted papers and presentations and that any cost resulting from such changes are the responsibility of the contributor not the AMSRS.
- The Conference Committee reserves the right to remove any presentations from the Conference Program that are deemed not of a high enough quality to be presented or a blatant sales pitch.
- While joint client papers are particularly welcomed, the Conference Committee assumes that, in line with the AMSRS Code of Professional Behaviour, the author(s) will have obtained permission from clients or other third parties, to present information which requires such permission to be granted, and that the author will indemnify the AMSRS, and ensure that the AMSRS is not held liable for any claims from clients or other third parties incurred by the author's failure to have obtained such permission to use information.
- It is expected that all potential contributors wishing to present papers in an authoritative way to their colleagues in market research and social research will be members of the AMSRS or an equivalent international association. AMSRS membership of the speaker(s) will be a factor in the synopsis' judging.
- There is a maximum of 2 speakers per presentation. If there are specific reasons for more than 2 speakers, please contact us at AMSRS. A company can submit as many synopsis as they like. Please note that there will be no more than 2 selected from each company.

### → Deliverables:

- Please ensure that before supplying us with a submission, you can confidently adhere to the timelines required on the following page.
- We have had some trouble securing the documents and presentations from some speakers in previous years in the timeframes required.
- To try to encourage timely delivery (as stated in the speaker contract) this year we will be accepting a few more presentations than can fit in the program.
- We have increased the amount of contact between speakers and the committee to help achieve our quality and timeline objectives.
- This means that if you are selected, and do not provide your documents on time, we may remove you from presenting at the conference and/or speakers who do not make the timeframes will not be eligible for any of the Conference Awards.
- This also applies to presentations that end up being a sales pitch, or are not of a high enough quality to be presented, as deemed by the Conference Committee.
- If you are selected to present at the WA Conference please note that all travel arrangements are at the cost of the Speakers.

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→ Distribution/Publishing Rights - AMSRS has the right to distribute your submitted presentations, papers, speaker notes, your bio and your photo once submitted for the conference.

## → Discount Speaker Tickets and Inclusions

All successful presentation and paper submissions will receive:

- A free complimentary pass to the conference
- Industry recognition

## → Formats

- Synopsis

2 page - Word format document (no template required)

- Paper / Presentation Notes

You will be supplied with a word document template for your paper/notes, if you are chosen to present.

- Presentation

- For logistics reasons, please note that there are mandatory 2018 WA conference templates for papers, presentations and speaker notes.

- If you want to use a different template, please note - We require you to use our opening and closing slides and the presentation MUST remain in 16:9 dimensions for screen and AV.

- Your company logo can only be used on the header slide and closing slide where indicated on the template.

- To ensure you have the best speaker experience, the conference content committee are there to help you and work with you - ensuring the content and delivery of each presentation is enjoyable.

- We welcome all presentation formats and multimedia. If you are considering not doing your presentation in PPT, please check with the Conference Manager if the venue's IT systems has the AV capabilities to accommodate your format.

## → Judging

- All full written papers & presentations will be eligible for the Best Paper/Presentation Award and the People's Choice Award.

- The Best Paper/Presentation Award will be determined by the Conference Committee or a specially selected Conference Awards Committee.

- People's Choice Award will be determined by attending delegates.

- Young researcher is defined as 'under 30 years of age as at 30th June 2018'.

- Speakers who meet the criteria will be eligible for the Young Researcher Award.

• The Young Researcher Award will be determined by the Conference Committee or a specially selected Conference Awards Committee.

**THE DEADLINE FOR SUBMITTING A SYNOPSIS IS**

**5PM FRIDAY 16<sup>th</sup> FEBRUARY 2018**