

10–11 March 2020  
Hilton Bankside, London

Deadline:  
10.10.2019

## Call for Contributions

# impdct 2020

## The New Agenda

How to understand, survive  
and capitalise on the challenges  
of the next decade



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# Introduction

## Impact 2020: Help us to set the new agenda

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[Click here to submit your idea](#)

Deadline for submissions is 10 October 2019.

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### Play a leading role at the insight world's most influential, inspiring and intelligence-rich summit

The insight business is being confronted with the most substantial challenges it's faced since its inception. Commercial, social and political pressures are having a major effect on the way we seek to understand consumers and citizens. It's also having a profound impact on the way we organise our own work and interact with our customers and stakeholders. It's time for a conference to tackle these issues head on. In 2020, the Impact conference will make a number of bold changes to equip delegates for the future. **Be part of it.**

The Impact conference has established itself as the leading event for insight professionals who want to strike commercial relationships, tap into the latest intelligence and debate the critical issues that will dictate the future shape of our sector. In 2020 we go further than ever to satisfy delegate hunger for invaluable business advice. **Tell us your story.**

Delegates from the worlds of insight, advertising, branding and consultancy gather to hear from smart, provocative and inspiring speakers – and in 2020 we are putting out our widest call for the most creative, entrepreneurial and expert contributions. **Make your mark.**

Once again, the Impact conference calls for contributions that present a dazzlingly creative, forcefully practical and tightly rigorous perspective on establishing more profitable and meaningful connections with customers and citizens. **Show your expertise.**

The work required to appear at Impact 2020 is significant, but so are the benefits – if accepted onto the programme you'll work with expert moderators to shape, hone and target your contribution into the most relevant. Make it onto the platform and you'll raise your professional profile in front of some of the most influential global brands. You'll rub shoulders with some of the biggest names in the world of business, policy-making, art, science and technology. **Join us.**

**If you have a compelling story to tell: we want to hear it.**

#### **Important Note:**

We would ask you to read this Call for Contributions carefully. There are significant changes in the way we are asking you to register your interest. Submissions that do not adhere to the guidelines detailed in this document will be unsuccessful.

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# Introduction

## Impact 2020: Who should submit – and what can you submit?



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The MRS annual conference showcases the widest range of voices in the insight community and beyond. The insight picture is at its richest when opinion, idea, work and debate come from the most diverse sources.

Researchers / Marketers / Business owners / Policy makers / Analysts / Data Scientists / Technologists / Creatives / Communicators / Commentators

We look for four types of contribution;

### 1. Case study

Case studies must feature both the supplier and the client involved in the project. You will need to secure the agreement of both parties before submitting your proposal. Over the past few years case studies presented at conference have been given anywhere between 10 and 25 minutes stage time. The decision on the duration of your contribution lies with the Chair of your session.

Please consult the notes in The Activation Zone (page 11) for instructions on how to submit a case study.

**Note:** *If the client has to pull out of the presentation for whatever reason, MRS reserves the right to withdraw the speaking invitation.*

### 2. Debates

We will be staging a number of debates at conference. The more provocative the subject matter – the better your chance of reaching the platform. We are not looking for broad suggestions for debate, but for concrete proposals. The more concrete the better. If you want to propose a debate you will need to provide the following information.

- a) The title of the debate.
- b) A short synopsis of the ground you wish to cover.
- c) The name of the proposed chair.
- d) A mini-keynote speaker who would open the debate. They should speak for no more than 15 minutes and you must personally secure this name. MRS does not have budget to offer fees for mini-keynotes.
- e) The names of the debating panel and, broadly, the individual perspectives. Again, the names must be secured in advance.

**Note:** *We will give strong preference to debates that are designed in such a way that they offer delegates a set of clear conclusions and perhaps map out routes for progress, rather than debates that leave topics unresolved.*

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## Introduction

# Impact 2020: Who should submit – and what can you submit?



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### 3. Thought leadership

If you have a passionate viewpoint concerning any area of insight, whether that be its practice or its commercial execution, we want to hear from you. We want the most engaging and powerful speakers to outline how new thinking and solutions can be brought to bear on both new and old challenges.

**Note:** *Preference will be given to contributions that are not only provocative, but also prescriptive. We want thought leadership contributions that not only set out challenges but that also offer potential solutions.*

### 4. The 'Left-Field' idea

It may be that your idea does not fit into a traditional presentation format. We would still like to hear from you. Perhaps you would like to propose a workshop, or a masterclass, or even a gamified format. Perhaps your idea would be best presented outside of the main conference room? We are particularly interested in ideas that can be electronically disseminated before, during or after the event.

**Note:** *We will give strong preference to formats that are as adventurous, playful and original as their subject material.*

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Impact 2020 will be organised around the following 20 challenges – and the conference will help delegates crack those challenges. In each category you are welcome to suggest a case study, a debate, a thought-leadership keynote or a ‘left-field’ idea.

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# The Call for Contributions

## The Challenges



[Click here to submit your idea](#)

Deadline for submissions is 10 October 2019.

# 1

### **Losing the Plot: How can we tell gripping commercial stories in the age of Netflix?**

We want contributions that show how effective storytelling is rising to the challenge of capturing imaginations and engagement, in an era when there have never been greater claims being made on consumers' attention. What can we learn from the way that the experts hook viewers in?

**[Contribution Code 1](#)**

# 2

### **Next Big Thing: How do we spur creative and profitable innovation for less investment and little risk?**

We want contributions that show how insight is kickstarting new product development and innovation at a time where the demand for the 'new' is high, but the tolerance for risk and open-ended development has never been lower. How can insight professionals and brand developers adapt to this new streamlined NPD process?

**[Contribution Code 2](#)**

# 3

### **Fake Yous: How do we cut through personas, half-truths and lies when capturing social and digital behaviours?**

We want contributions showing how insight is cracking one of its biggest challenges – how can it ensure the veracity of what's being said on social media and in the wider digital sphere? If we can't trust what consumers and citizens are saying, or even guarantee their identity – how can we accurately measure the mood of the nation?

**[Contribution Code 3](#)**

# 4

### **Getting Personal: How can we tune our business, insight and data to consumers who want deeply personalised commercial relationships**

We want contributions that show how insight is tackling the challenge of providing a deeply personalised and tailored relationship between consumers and business. How can the customer experience be reinvented in the age of the empowered consumer?

**[Contribution Code 4](#)**

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# The Call for Contributions

## The Challenges



[Click here to submit your idea](#)

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# 5

### Trusting the Artificial: How can reliable, ethical and rigorous AI win trust and produce results?

We want contributions that acknowledge the significant challenges that the insight world is facing in weaving AI into the fabric of its operation. How can AI successfully cast a uniquely rich new light on behaviours and help to map out strategies for future success?

[Contribution Code 5](#)

# 6

### Need for Speed: How can we maximise quality and quality and depth in a world of real-time data, 'in the moment' and 'dashboard economics'?

We want contributions that show how insight is managed to rise to the challenge of businesses demanding faster and more reactive data. How can quality be assured in the breathless chase for intelligence and what are the real benefits of in-the-moment reporting?

[Contribution Code 6](#)

# 7

### Reaping Consequences: How can new data collection/testing/listening techniques best combine for a true multi-faceted view of the world?

We want contributions that demonstrate how insight challenges are being overcome through an effective blend of gathering techniques. What are the real challenges in combining these approaches and can they ever provide a truly holistic picture of commerce and society – and how can the blend be best balanced in practice?

[Contribution Code 7](#)

# 8

### Popular! How can we learn practical lessons from the rise of disruptive populism?

We want contributions that outline the principles of 'successful' populism and outline how insight itself could benefit from some of the communication, organisational and disruptive approaches that successful populists are taking. What are the bold masterstrokes required for insight to grab attention and for brands to break through?

[Contribution Code 8](#)

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# The Call for Contributions

## The Challenges



[Click here to submit your idea](#)

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# 9

### Journey Planner: How do we create dynamic, creative and rewarding user experiences?

We want contributions that show how unique and engaging user experiences are designed to guide consumers through rich and rewarding engagements with businesses and institutions. What have been the key factors in the creation of these experiences and what skills are required in their construction?

[Contribution Code 9](#)

# 11

### The Chief Data Officer Round Table: How can we reconcile the competing demands made on the new data guardians and strategists?

We want to hear from chief data officers, regardless of sector, who want to be part of a session where we will examine the significant ethical, practical and legislative demands being made on their departments. How will the role of the data officer change and what effect will it have on the future of data interpretation and management?

[Contribution Code 11](#)

# 10

### The Uncertainty Factor: How do we protect sure-footed business and insight in a chaotic world

We want contributions that show how strong planning, guidance and innovation is assured at a time where little is economically, politically or commercially certain. What can be done to protect insight and business amidst this global maelstrom – and how might the world, and our business, look when the dust has settled?

[Contribution Code 10](#)

# 12

### Proof Positive: How can we prove, promote and power the value of intelligence as a key driver of profitable business growth?

Following the publication of MRS Intelligence Capital™ report, we want contributions that show how intelligence and insight is currently being promoted within client organisations as the rich fuel for growth. How can we make sure that the power of insight is both valued, promoted and used – and which companies have successfully weaved the financial value of insight investment into every strata of their organisation?

[Contribution Code 12](#)

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# The Call for Contributions

## The Challenges



[Click here to submit your idea](#)

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# 13

### Information Tightrope: How can we operate and thrive in the new tough age of data governance?

We want contributions that show how organisations are facing up to an unparalleled level of legislative demands on how they generate, process and store data. How can companies navigate this considerable minefield and what are the likely implications for the way the insight business will be forced to deal with data over the next decade?

**Contribution Code 13**

# 15

### The Insight Leaders: How can we equip today's and tomorrow's insight leaders for an entrepreneurial, inventive and responsive future?

What should tomorrow's insight leaders look like? We want contributions that show how successful businesses are helping to train, equip and support the next generation of insight leaders and entrepreneurs. At a time where little is certain, how can leaders be best prepared for tomorrow?

**Contribution Code 15**

# 14

### Death of Facts: How can a fact-based sector survive in a world where 'belief' holds primacy?

We want contributions from those who are having to tackle, or understand, the assault against 'facts'. What does this mean for the way in which business communicates with customers, or qualifies findings, or plans for change? Is the insight business best placed to interpret this major change in the way we regard 'truth' and what does it mean for the way we decode society?

**Contribution Code 14**

# 16

### All Together Now: How can we drive full diversity and inclusivity through our work, our strategy and our industry representation?

Are we doing enough to ensure that we are truly reflecting the world around us in both our work, our communications and our own workforces? We want contributions that show how diversity, inclusivity and representation is being drilled through work and the insight business itself. What does a successful approach to diversity look like?

**Contribution Code 16**

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# The Call for Contributions

## The Challenges



[Click here to submit your idea](#)

Deadline for submissions is 10 October 2019.

# 17

**Arts and Science: How can we blend the creative arts and the data sciences to power holistic and effective change?**

We want contributions that demonstrate how art and data science are being combined to cast powerful light on consumer or citizen behaviour. What are the challenges in bringing these two disciplines together and what are the requisite skills necessary to gain the full picture? We want dynamic examples of art and science in partnership.

**[Contribution Code 17](#)**

# 18

**Profitable Partnerships: How can the rise of data analysis, UX, consultancy and social listening combine for a unified view?**

Acknowledging the rise of the new breed of insight professionals in non-traditional insight businesses, we want contributions that show how data, user experience design, management consultancy and social listening are being brought to bear in the quest for a full insight picture. How are these disciplines combining in practice and to what effect?

**[Contribution Code 18](#)**

# 19

**Bubbling Under – Part One: How will emergent social trends affect insight and public institutions?**

We want to hear informed views on emergent social trends and what those mean for those in government and beyond. What are the factors driving social change?

**[Contribution Code 19](#)**

# 20

**Bubbling Under – Part Two: How will emergent commercial trends affect insight and business?**

We want to hear informed views on emergent consumer trends and what those mean for those in business and beyond. What are the factors driving commercial change?

**[Contribution Code 20](#)**

We will be choosing 20 case studies to present in longer form at Impact 2020. More detail on this will be provided to you if your submission reaches the next stage of the selection process. As with all conference case studies, the participation of the client must be guaranteed.

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# The Call for Contributions

## The Activation Zone



[Click here to submit your idea](#)

In your application please quote the contribution code below each sector. It makes it easier for us to consider your idea.

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**All case studies must have been generated in one of the following sectors. No other sector submissions will be considered.**

**Retail Contribution**

[Code 21](#)

**B2B Contribution**

[Code 22](#)

**Financial Contribution**

[Code 23](#)

**Third Sector/Public Sector Contribution**

[Code 24](#)

**Media Contribution**

[Code 25](#)

**Healthcare/Pharmaceuticals Contribution**

[Code 26](#)

**Tech Contribution**

[Code 27](#)

**FMCG Contribution**

[Code 28](#)

**Applied Data Contribution**

[Code 29](#)

**Leisure/Culture Contribution**

[Code 30](#)

**The 500-word case study submissions must be submitted in the following format;**

1. Outline the universal business/insight challenged faced by the client organization.
2. Outline the methodological solution.
3. Outline the outcome or results.
4. And finally outline the wider learnings from the project that the entire insight business could benefit from understanding.

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# Last words

## Impact 2020: How to apply



[Click here to submit your idea](#)

Deadline for submissions is 10 October 2019.

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### Step 1

#### Visit the website

This year's application form can be found at [mrs.org.uk/impact2020](https://mrs.org.uk/impact2020). We can only accept submissions that are proposed via the application form.

### Step 2

#### Use the code

Please quote the session code when proposing your idea. The codes can be found in this document next to the session titles. When you use the code it makes it easier for us to consider your idea.

### Step 3

#### Select contribution type

Please tell us whether you are submitting a Case Study, Debate, Thought Leadership or Left-Field Idea.

### Step 4

#### Give us the detail but keep it brief

You have 500 words to make your case. At the submission stage we will not accept supplementary documents.

### Step 5

#### Who is involved?

Tell us who will be presenting your idea on the platform. Ensure that all names on the form have agreed to attend. We cannot accept unconfirmed participants.

### Important notes

Copyright in all MRS Conferences remains with MRS. Presentations are likely to be recorded and used on MRS websites. Papers, if submitted, could feature in the International Journal of Market Research. Papers may also be submitted to other publications with the prior written permission of MRS.

If you are attaching any names/brands to your proposal ensure that they have formally signed up to the idea of appearing at conference. We will not accept any names that are not confirmed, even at this early stage. Also, please ensure that any permissions required for the materials presented at conference are confirmed by the contributor.

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# Last words

## Impact 2020: FAQs



[Click here to submit your idea](#)

Deadline for submissions is 10 October 2019.

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### **When is the submission deadline?**

10 October 2019.

### **How do I submit?**

There's only one way and that's online at [mrs.org.uk/impact2020](https://mrs.org.uk/impact2020)

### **Do I have to use the theme and session codes on the application forms?**

Yes. It makes our jobs simpler and that means we can get back to you sooner.

### **Can I present previously presented material?**

No. If your material has been presented anywhere else, it will not be accepted for Impact 2020. Original material only please.

### **When will I receive a response?**

We give every submission thorough consideration, so please be patient with us. You will receive an automatic confirmation when you make your submission online. The conference team will be in contact with you again by the end of November 2019.

### **What happens if my submission is successful?**

It's the beginning of a journey. The conference chair will contact you and it's quite possible that they will request that you make some changes so that your contribution fits with the broader session.

### **What happens if my submission is unsuccessful?**

We will tell you. Unfortunately we cannot give individual reasons for why your submission was unsuccessful nor offer advice on how to prepare a future submission.

### **When is the presentation deadline?**

Final presentations will be due in the last week of February 2020.

### **For further information please contact:**

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T: +44 (0)20 7566 1853