

# REINVENTION AND GROWTH

A Digital event  
15–17 March 2022  
Call for contributions



# REINVENTION AND GROWTH

It's time for you submit your boldest ideas for Impact 2022.

As the world slowly emerges from one of the most extreme challenges it has ever faced – how can we rebuild in a way that offers true progress and prosperity.

**What lessons have we learned through this period and how can we build on that knowledge to truly reinvent the way we work, create, interact and understand? These are the questions that Impact 2022 will fearlessly tackle. You wouldn't really expect anything else from the insight world's boldest conference.**

**Following on from last year's highly successful event, Impact 2022 will be a three-day worldwide digital event that provides you with more variety, more voices and more strategic advantage than ever.**

We want you to play an active part in creating it. It's your expertise, creativity and sheer passion that makes Impact what it is.

Every year, MRS champions and supports those who participate at conference – make 2022 the year that you make your mark.

Be part of this highest profile event, attended by clients, agencies and some of the biggest names in the international communication business. Be part of this essential international gathering.

The Impact Conference will re-emerge bigger and better than ever.

Play your part in making that happen.

# POTENTIAL TOPICS

At this early stage, we have chosen not to be too prescriptive about the topic areas. We would prefer you to submit the ideas that really mean something to you and your business. That said, there are a number of areas that we are keen to feature at conference.


## Themes could include:

- Strategies for rebuilding and growth
- Maximising sustainability
- Strategies for a reinvigorated workforce
- Tactics for successful NPD
- Navigating the procurement process
- Brand effectiveness – can it be measured sustainably
- Honing insight skills
- Promoting inclusivity
- Activism and crisis management
- Breakthrough research : building the future
- The rise of identity politics
- Building international businesses
- Brand purpose – fad or future and how to measure it
- Representation in research
- Competition and cooperation
- Data visualisation
- Forecasting and trendspotting
- Measuring insight effectiveness
- Implementing cultural change
- Interpreting behaviour
- The rise of populism
- Single customer view – integrating information resources
- Effective storytelling
- New trends in data
- The future of brand trust
- Machine Learning and Artificial Intelligence
- Virtual reality
- Emerging markets
- International cooperation
- Facts and disinformation
- Data protection and ethics
- Thriving in uncertainty
- Delivering authenticity
- Measuring social media – separating fact from fiction

This is not an exhaustive list, but it gives you an idea of the ground we will want to cover. If you have another topic area you would like to propose – let us know.

# CONFERENCE FORMATS

There are nine formats we are looking to feature at conference. Please read the following carefully, as there are very specific requirements for each.



[Click here to submit your idea](#)

Deadline for submissions is 11 October 2021.

## CASE STUDIES

These will be pre-recorded and be followed by a live Q&A afterwards. We are looking for the most dynamic stories told in the most creative way. Submit your idea and we'll take it from there. We want stories that can prove significant change in either business or society.

### The format requirements:

1. The films, which will need to be 15 minutes in total, will need to flag up a new finding or insight about consumers, citizens, companies or countries that all can learn from. The universality of the insight will be critical.
2. You will be responsible for the filming, editing and delivery of films. Films will be recorded in advance and then played during conference.
3. Both agency and client will need to be available on the day of broadcast to participate in a five-minute Q@A, following the film.
4. If your film proposal is accepted, you can expect a supportive, collaborative and close working relationship with the Conference organisers. The proposal's acceptance is the beginning of the journey.

### What you need to submit at this stage:

Don't worry about filming anything! At this stage we want;

- a. As much detail about the case study itself and detail on the finding/insight, this should be 500-words.
- b. A step-by-step plan, or storyboard, on how you intend to tell this story in the most visually compelling way.

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## DEBATE IDEAS AND PARTICIPANTS

We are looking for contentious debate and conversation. We are looking for round table ideas and participants that, through conflict and analysis, cast illuminating and practical light on a given topic.

### The format requirements:

1. There are two lengths of debate, 45-minutes and 25-minutes. The longer debate will require three participants, the shorter only two.
2. The debates will be recorded by MRS in advance of conference. The debates are most likely to take place virtually, with the participants contributing from different locations.
3. We are happy for you to propose a debate chair, though we reserve the right to appoint our own debate chair, if need be.

### What you need to submit at this stage:

- a. We welcome debate topics and a 500-word description outlining the need for the debate, as well as the ground that the debate would cover. Preference will be given to ideas that are timely, contentious and comprehensively described.
- b. Only submit speakers that have agreed to participate in the debate, along with their relevant qualifications for inclusion and likely viewpoints.

## TOP TABLE VOX-POPS

A new format. These five-minute films will feature a senior executive, from client organisations, who will outline the MAJOR new customer/industry trend they face and outline how they are attempting to meet the change. It should be a short, sharp shock of advice and expertise.

### The format requirements:

1. This is a five-minute film, which you will be responsible for recording, editing and delivering.
2. Contributions will be recorded and shown during conference.
3. If your film proposal is accepted, you can expect a supportive, collaborative and close working relationship with the Conference organisers. The proposal's acceptance is the beginning of the journey.

### What you need to submit at this stage:

- a. We are looking for executives, from the client-side, who are either CEOs, CMOs, CSOs, CFOs, or executives of a similar level.
- b. An outline of the issues they face and the points they wish to make.
- c. Preference will be given to ideas that are as 'universal' as possible.

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## MANIFESTOS FOR CHANGE

One of the most popular formats last year. We are looking for passionate voices willing to launch a five-minute manifesto for creating profound revolutions in the way that insight is produced, shared and acted upon. These short films will be practical pathways for creating meaningful change.

### The format requirements:

1. This is a five-minute film, which you will be responsible for recording, editing and delivering.
2. Contributions will be recorded and shown during conference.
3. If your film proposal is accepted, you can expect a supportive, collaborative and close working relationship with the Conference organisers. The proposal's acceptance is the beginning of the journey.

### What you need to submit at this stage:

- a. A 500-word (max) outline your manifesto for change. We are only looking for you to suggest ONE THING that you would like to see change in the world of insight or business. You will need to describe why there is a need for change, and how that change can be made.
- b. A short presenter biography and a rationale for why they are qualified to present the manifesto.

## CAREER MASTERCLASSES

A new format. These 10-minute masterclass film will offer key lessons on how insight works, in both agencies and client-side, can progress their careers. We are looking for experienced and high-profile professionals who can offer their 'top tips' for success.

### The format requirements:

1. This is a ten-minute film, which you will be responsible for recording, editing and delivering.
2. Contributions will be recorded and shown during conference.
3. If your film proposal is accepted, you can expect a supportive, collaborative and close working relationship with the Conference organisers. The proposal's acceptance is the beginning of the journey.

### What you need to submit at this stage:

- a. We want you to outline your top tips for career progression, or for career fulfilment. A maximum of five tips is ideal, described in 500 words (max).
- b. Feel free to use your own career story to illuminate your advice.
- c. If your five tips can be thematically linked, all the better, e.g. Five tips for Staying Ahead of the Tech Curve, Five Tips for International Career Success, or Five Tips for Jumping the Agency/Client Divide.

# CONFERENCE FORMATS

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## THE SKILLS ZONE

A new format. There will be two 20-minute training features each day – they will focus on a particular skill and drill as much rich knowledge as possible in the time allowed. For example, it could be the five key elements of successful storytelling, or the five secrets of great negotiation, or the five rules for inclusive conversation. Over the three days, six masters of their trade share their expertise.

### The format requirements:

1. This is a twenty-minute film, which you will be responsible for recording, editing and delivering.
2. Contributions will be recorded and shown during conference.
3. If your film proposal is accepted, you can expect a supportive, collaborative and close working relationship with the Conference organisers. The proposal's acceptance is the beginning of the journey.

### What you need to submit at this stage:

- a. In the maximum of 500-words outline how you intend to guide delegates through the 20-minute course.
- b. A clear indication as what each delegate will learn.
- c. Indicate how the film might use different visual techniques to communicate effectively.
- d. A short presenter biography and a rationale for why they, in particular, are qualified to present the course.

## POTENTIAL KEYNOTE SPEAKERS AND INTERVIEWERS

We are looking to invite a small number of keynote interviewees to conference. These speakers will need to have an influential public profile, be they from the world of business, culture or politics.

### The format requirements:


1. The interviews will be recorded and will last up to 30-minutes.
2. Contributions will be recorded and shown during conference.

### What you need to submit at this stage:

- a. We only want you to submit a keynote speaker idea if you are able to gain us access to that speaker. It might be a client of yours, or someone that you work with, or even an acquaintance.
- b. Outline why that person is right for Impact 2021.
- c. Outline the likely topics of discussion.
- d. Propose a suitable interviewer for the subject. It could even be you. Tell us who would do a good job.



# CONFERENCE FORMATS



[Click here to submit your idea](#)

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## NETWORKING IDEAS

This digital conference will offer delegates some creative opportunities for delegates to meet, share ideas and explore business opportunities. Would you like to host a session tuned to bringing people together?

### The format requirements:

1. There are none! Tell us how you would like to create a space for people to meet, discuss and share.

### What you need to submit at this stage:

- a. We are particularly interested in hearing from people who can not only generate an idea, but also willing to moderate and curate the session.
- b. Tell us about how you would structure the session and what delegates would get out of it – in 500 words.


## SUGGEST AN IDEA

There will be a number of slots that we keep open for the wildest, left-field ideas. We'll leave it to you to suggest something. These slots will be around 15-minutes and we will look to you to pre-record your contribution.

### What you need to submit at this stage:

- a. Outline your idea in as much detail as possible, 500-words max. While we want you to be a playful and creative with regard to the idea – please bear in mind, and flag up, any necessary practicalities in producing the session.

# HOW TO SUBMIT



[Click here to submit your idea](#)

Deadline for submissions is 11 October 2021.

## **Step 1:**

### **Visit the website**

This year's application form can be found at [mrs.org.uk/impact2022](https://mrs.org.uk/impact2022). We can only accept submissions that are proposed via the application form.

## **Step 2:**

### **Pay close attention to the format requirements**

We are creating many new formats for Impact 2022. Please look at the detailed requirements, so that you are clear about what we're asking for.

## **Step 3:**

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

You have 500 words to make your case.

## **Step 4:**

### **Who is involved?**


Tell us who will be presenting your idea. Ensure that all names on the form have agreed to attend.

## **Important notes**

Copyright in all MRS Conferences remains with MRS. All presentations and films are likely to be 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.

**MRS is committed to equal gender representation on the conference platform. MRS is also committed to achieving a target of a minimum of 15% of speakers to come from ethnically diverse backgrounds.**



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Deadline for submissions is 11 October 2021.

**When is the submission deadline?**  
11.10.2021

**How do I submit?**  
There's only one way and that's online at [mrs.org.uk/impact2022](https://mrs.org.uk/impact2022)

**Can I present previously presented material?**  
No. If your material has been presented anywhere else, it will not be accepted for Impact 2022. 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.

**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.

**For further information please contact:**  
Email: [conference@mrs.org.uk](mailto:conference@mrs.org.uk)  
Tel: 020 7490 4911