QRC & QRCA Canada Conference

January 28 & 29, 2016

Novotel North York, ON

Exchange, Engage, and Enjoy!

Following on the heels of our success last March, QRC & QRCA Canada are joining forces in 2016 to organize another great Conference that will provide attendees opportunities to exchange ideas about engaging topics while enjoying some of our best speakers. The experience would not be complete without the camaraderie we share in comfortable, social settings once the work is done!

There will be a focus on International Research this year – including how to promote oneself internationally; caveats to international research; best methods, practices, and cultural intelligence when researching abroad.

We aim to cover topics of interest to our diverse groups of QR members (field, clients, and researchers) so that we exchange, engage, and enjoy qualitative research globally.

Exchange, Engage, and Enjoy!

Exchange - Participants will be able to exchange ideas and best practices with peers through half-day workshops and the full-day conference; the same format as was offered at the QRC 2015 Conference and was very well-received.

Engage – Engaging topics that stimulate creativity and growth, leaving our delegates energized and excited about the year ahead.

Enjoy! – Learning while enjoying time with colleagues in a comfortable, relaxing environment.

Program Speakers, Workshop Leaders, Roundtable Moderators

We are looking for:

For Day 1 (Thursday, January 28): **Workshop Instructors** will lead creative and interactive two-hour applied workshops that teach delegates the practical, hands on "how to" of QR. These workshops should allow delegates to view how these techniques are applied, and also to actually practice them. Workshops should be specifically designed to apply to either clients,

moderators, or field/recruiters. Alternatively, workshops that will engage, and be relevant to all delegates can also be proposed. Each workshop will include up to 25 participants.

For Day 2 (Friday January 29): Moderators/Researchers for topical 1-hour roundtable discussions. The moderator will lead a discussion for 10-12 participants on a topic they choose. Topics should be timely and spark debate, enhanced discussions or sharing of experiences. These should be related to qualitative research and technology, industry or customer trends, challenges currently faced, and in keeping with the international theme. The leader/moderator will be responsible for engaging participants in a lively discussion.

For Day 2 (Friday January 29): Three Concurrent Session Speaker Presentations. Speakers are sought for interactive presentations that would provide tangible learning for delegates. These presentations should get delegates involved and leave them with practical and insightful 'takeaways'. If case studies are proposed, they should highlight new techniques and/or technologies and clearly identify how practitioners can learn from this case, and what insights the client gained from the study. If you have had the privilege of working internationally, we welcome all tips, tricks, cultural insights, and caveats of researching abroad.

While the conference will have an international flavor, we are not limited to international topics. The theme is about "exchanging, engaging and enjoying"…

Submission Guidelines

Submissions are being sought for:

- Workshop facilitator – 2-hour workshop
- Concurrent sessions – 1-hour session
- Roundtable moderator – 1-hour discussion

In an effort to select the very best proposals without prior knowledge of parties submitting,

please provide two copies of your submission - one WITH your name and

company/organization references throughout, and one WITHOUT your name(s) and

company/organization references.

- We understand this can be challenging in some circumstances, depending on the nature and role of the organization submitting, such as government agencies or crown corporations; however, we still encourage you to strip these references out of one copy of your submission. If this is unclear or for any other questions, please contact Julie Sylvestre, Chair, QR Council julie@sylvestremarketing.com

- Submission deadline is **September 8, 2015.**
- Learning outcomes must be well articulated (i.e., what are the key takeaways and what will the audience get out of the session? How will the session be interactive?)
- Articulate what the implications are for clients and for suppliers.
- All submissions will be subject to review by the Qualitative Research Council.

For more information on submission guidelines, visit the 2015 Qualitative Research Conference website at www.qrc2016.mria-arim.ca

Send your final submissions no later than September 8 2015 to Fiona Somerville at fsomerville@mria-arim.ca

Submission Content

The points below must be covered in your session proposal. Information from proposals will be reprinted in conference materials, so please keep within specified word limits, using clear language, and ensure that your details are accurate. Your entire proposal should not exceed 1,000 words.

1. Proposed Session Title/Topic

    Maximum 5 words

2. Session Description

    100 - 200 words. This paragraph will appear in conference publicity including Pulse eNewsletter and social media; on the speaker section of the conference website and in the conference program - it should clearly and succinctly describe your session in a way that will pique interest and attract attendees.

    Explain how your session/presentation will result in participant interaction, insight and inspiration

3. Interest Statement

    An explicit statement of why the audience should attend the session

4. Learning Outcomes

Identification of three or four expected learning outcomes that session attendees are likely to achieve (i.e., As a result of this session, participants will…)

5. Speaker Credentials

Brief identification of all presenters names, credentials and qualifications

6. Primary Contact

Lead Presenter name and contact information during business hours (including phone, fax and email)

7. Co-Presenters (if any)

Name, position and organization of co-presenters, if applicable (to a maximum of two others, unless it is a panel). Please note that all Conference communication will be through the primary contact, which will be responsible for ensuring that all co-presenters are informed of any details.

8. Other (optional)

Please provide any additional information that may be useful in evaluating your proposal.

Speaker Benefits

- Complimentary half-day or one-day registration to the 2016 Qualitative Research Conference on the day of your presentation, with the opportunity to upgrade to a full pass at considerable discounts. *Benefits vary by speaker category. Some restrictions may apply.*
- Personal and corporate promotion in conference materials (print and electronic), pre-conference, during and post event, including MRIA's bulletins, e-newsletter, LinkedIn, Twitter, Facebook, the official Conference program, billboards, and PowerPoint slides.
- Increased industry profile through significant contribution to the MRIA community and networking opportunities.
- Continued exposure post-event through recording and photo archives on MRIA's website.

Speaker Obligations

- Provide own transportation and accommodation related to the 2016 Qualitative Research Conference.
- Abide by Conference requirements regarding commercial or sales content in presentations.
- Submit all requested information within identified deadlines.
- Permit MRIA to post recordings, photos, and presentations online subsequent to the conference.

Deadlines and Key Dates

2015

IMMEDIATE: Start drafting your Speaker Proposal to the 2015 Qualitative Research Conference

September 8 - Deadline to submit proposal to Fiona Somerville fsomerville@mria-arim.ca

September 18 – 25 - Selected speakers contacted and timing confirmed

September 18 – 30 – Speakers provide bios, photos, and presentation information

October 1 – Official website is launched and registration begins

2016

January 7 - Deadline for all speakers to provide presentation decks, release forms, registration information and technology requirements

January 28-29 - It's Show Time!

Questions? Contact events@mria-arim.ca