QRCA 2021 Conference

Call For Presentations
Calling Outstanding Presenters!

The Qualitative Research Consultants Association (QRCA) invites you to submit your proposal to present a session at our 2021 Annual Conference, February 3-5th in beautiful San Diego.

This year has brought about more change to how we live and interact with others than we ever could have imagined. The 2021 QRCA Annual Conference will focus on how we are evolving to embrace the new reality of constant adaptation.

(Please note that a call for submissions for Round Table Topics will be at a later date)
What We are Looking For…

Outstanding presentations should:

- Be relevant to the conference audience
- Incorporate the conference theme through one of the three tracks
- Educate, inform and inspire qualitative researchers
- Highlight new approaches

We are looking for a mix of presentations that will appeal to audiences who are either new to qualitative research as well as more experienced professionals.

Speakers can be either from QRCA or outside the association

- Within QRCA we are looking for a range of tenure
Committee Members

Fiona Ray
*Ready About Insights*
Speaker Committee Co-Chair

Lisa Horwich
*Pallas Research*
Speaker Committee Co-Chair

Marta Villanueva
*NuThinking*
Conference Co-Chair

Cheryl Stella Dalisay
*Stellar Strategic Services*
Conference Co-Chair

Kayte Hamilton
*Insights Now*
Speaker Committee Member

Farnaz Badie
*The Thought Bubble*
Speaker Committee Member

Sarah Ewald
*Ewald Consulting*
Event Manager

Anna Buan
*Ewald Consulting*
Event Coordinator
Conference Theme

Our theme, Diversify. Discover. Design the Vision. is a call for sharing new points of view, unique solutions and approaches for solving today’s challenges and seizing opportunities that make qualitative research more relevant and future-focused than ever.

Conference programming will be built around our conference theme, with the following three tracks:

- Diversify Thought
- Discover New Approaches
- Design the Vision

The following slides describe what we are looking for to support each track. Your presentation should fit within and address the issues described in one of the tracks.
Diversify Thought

• Qualitative research is one of the few careers that people tend to land on from very diverse fields of study.

• We have qualitative researchers whose education and/or experience come from law, history, nursing, marketing, and many others. It is one of the characteristics that makes our field so dynamic and interesting.

• For this track, we are looking for presentations that highlight a diversity of thought to help us get beyond our existing challenges and into rich new territories.

• Examples of topics that might fit this track:
  • Organizational Behavior
  • Sociology
  • Psychology
  • Entrepreneurship
  • Industry-specific insight
Discover New Approaches

• Technological advancements are enabling qualitative researchers to adapt and take advantage of our rapidly changing environment.

• Harnessing these new tools in unique ways and approaching issues in new ways can help us get to better insights.

• For this track, we are looking to hear about new approaches, frameworks, solutions and use-cases that prove that it’s not just business as usual.

• Examples of topics that might fit this track:
  • Case studies showcasing new tools
  • New takes on research design
  • Creative uses of technology
Design the Vision

• Thriving in this ever-changing environment requires a unique vision. For this track, we want to hear from all those who are seizing the challenges and coming out on top.

• Tell us the ways you have overcome obstacles, maintained a positive mindset or formed new partnerships to realize your vision.

• Examples of topics that might fit this track:
  • Success stories
  • Collaboration case studies
  • Business development
The Details

We are asking for:
• Engaging speakers who will inspire new thinking about best practices and challenge current ways of thinking about qualitative research
• Thought provoking big ideas from inside and outside the market research industry
• Practical advice that attendees can implement in their own research work

We are giving you:
• Ability to influence over 900 qualitative professionals in QRCA!
• Free conference registration for one speaker for the full three-day event
• Publicity and marketing campaign – with individualized focus for each presentation
• A dedicated speaker mentor to help to make the most of your presentation.
• 3 Advance Points to reward your hard work
Session Formats

- Presentation: 60 minutes (including ~15 minutes for Q&A/Discussion)
- Key Takeaways
- In-person/Live-streamed

(The Round Table submission process will be announced at a later date)
Proposal Requirements

- Session Title
- Session Description – 200 words or less
- Track Selection
  - Diversify Thought, Discover New Approaches or Design the Vision
- Link to a 90 second video where you ‘pitch’ your presentation

The online submission form can be found here.
Selection Process

1. All written submissions will first be carefully reviewed by the full committee in a blinded format (we won't know who has submitted the proposal to avoid any bias)

2. We will review the scores and comments from the first round as a team, and select the strongest submissions for further review

3. In the next round of reviews, we will review the video submissions and discuss the relative merits of the presentation within its specific track

4. The semi-finalists will be reviewed and voted upon by the entire committee, and recommendations will be made for the top finalists and alternates

5. The top submissions will be reviewed by the Conference Chairs for final selection
Selection Criteria

• Relevance to the conference audience and to the conference theme (fitting within one of our tracks)
• Originality and freshness of the topic area
• Educational value; how it will benefit our work as qualitative researchers
• Range of experience level content
• Speaker's dynamism and ability to engage the audience
# Timeline

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective Speaker Zoom Meeting</td>
<td>5/27/2020</td>
</tr>
<tr>
<td>CFP Available</td>
<td>6/1/2020</td>
</tr>
<tr>
<td><strong>CFP Deadline</strong></td>
<td><strong>7/15/2020</strong></td>
</tr>
<tr>
<td>Decision Finalized: Speakers/Alternates Notified</td>
<td>9/3/2020</td>
</tr>
<tr>
<td>Speaker Agreement (and marketing information) due</td>
<td>9/18/2020</td>
</tr>
<tr>
<td>Speaker Connected with Mentor</td>
<td>9/21/2020</td>
</tr>
<tr>
<td>Initial Draft Due</td>
<td>10/30/2020</td>
</tr>
<tr>
<td>Interim Deadlines</td>
<td>November/December</td>
</tr>
<tr>
<td><strong>Final Presentations Due</strong></td>
<td><strong>1/15/2020</strong></td>
</tr>
</tbody>
</table>
Questions?

Anna Buan
Event Coordinator – Ewald Consulting
AnnaB@ewald.com