

Call for Contributors announced for MRS Golden Jubilee conference

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The conference programme will build on some of the highly acclaimed formats and ideas introduced at Research 2006 - providing participants with the opportunity to take part in interactive debates, expert briefings and sector seminars alongside the renowned conference paper sessions. Showcasing the latest methodologies alongside cutting edge thinking and inspirational case studies, the programme will involve leading international research experts and major players from the business world. And the theme is relevant for all of us: Celebrating the industry's achievements and exploring future challenges.

Chair of Programme Team Kevin McLean explains: "We are setting out a very broad canvas for this conference - what the future has in store and how research can contribute to the key issues facing business and society across the globe in coming years. We are also looking back over the last 50 years to capture the essential wisdom and insights that can help move us forward."

To mark this special occasion, the Golden Jubilee Conference is returning to the Hilton Brighton Metropole - the setting for some memorable MRS events! Running from 21-23 March 2006, the conference, which is international in scope, will attract delegates from both the market and social research sector and the wider business world, providing them with a critical insight into where research is heading and how it can impact on the bottom-line.

"We are calling for papers, panellists and interactive session ideas that will stimulate and excite," continues Kevin. "The conference is about reflecting on the best ideas that the worldwide research community has to offer - and it's a celebration! The last 50 years is something for us all to be proud of - and the Golden Jubilee conference is an opportunity to share in the excitement of where the next 50 years may take us."

The key themes for Research 2007, the next 50 years, are:

- Celebrating our achievements: What we should take forward: identifying our assets through the key developments of the last 50 years; applying wisdom to current issues
- Research and the real world: Does happiness matter and can you measure it? Have climate change researchers won the argument? Can business be more sustainable and what role is there for research?
- People, organisations and culture: How will the researcher/client relationship work in the future? Training and development - is research a dying art? Work/life balance - myth or necessity?
- Brands and business: Proving research's value to business and brands; marketing is dead, long live marketing; does research bring people and business close together?
- Research techniques and methods: New thinking, experiments and innovation through technology, word of mouth, neuromarketing and social networks; advances in data collection, analysis and reporting; tackling emerging themes of the future

In line with the theme of looking to a sustainable future, Research 2007, the next 50 years, is to be the MRS's first event carbon neutral event.

Sophie Russell-Ross, MRS conference manager, explains: "Research 2007, the next 50 years, is a conference that will really stand out; it's about innovation and building a future for the industry, and the programme will have a big focus on

sustainability” hence our carbon neutral link-up. We had the best ever feedback from delegates at Research 2006” over two thirds of attendees were very satisfied or satisfied with the conference experience, and the new sessions were a big hit. For 2007, people called for more of the same” more innovative themes and fresh approaches; we are open to all ideas.”

Neil Swan, Co-chair of the Research 2007 Programme Team concludes: “Research 2007, the next 50 years, will be thought-provoking, stimulating and rewarding. The dynamic conference sessions coupled with lots of networking, socialising and plenty of sea air make this a must-attend event for anyone whose work involves research. If you attend only one conference in the next 50 years, make it this one.”

Conference synopses or plans should be emailed as a summary in MS Word format (no longer than 600 words), to elaine.merrins@mrs.org.uk. For more information visit www.mrs.org.uk. The closing date for contributions is Friday 8 September 2006.