

**GUIDELINES FOR  
SUBMITTING A SYNOPSIS TO TMRS  
FOR THE 2010 APRC CONFERENCE, TOKYO**

**GENERAL REQUIREMENTS AND GUIDELINES**

1. All synopses must give a clear and detailed picture of the proposed full paper so the Programme Committee can judge the quality of the proposed contribution. This is to ensure that contributions of sufficient interest and quality will be presented, and to avoid refusal by the Committee due to inadequate detail.
2. Please indicate if there is any risk that research will not yield the results foreseen or will not be completed in time for the paper.
3. Avoid including sales pitches in the paper. Only papers with a high relevance and standard will be accepted.
4. Synopses must be written in English.
5. All synopses must be submitted by using the Synopsis Submission Form.
6. All synopses must be received before the deadline stipulated on the TMRS website. TMRS will confirm receipt of all submitted synopses by email. If you do not receive confirmation of receipt within three days of sending, please call us on 02 440 0142
7. To submit your synopsis, you will need to provide us at least with the following information:
  - **Title** of the proposed paper or networking session
  - **Name(s), qualifications and job title(s)** of the author(s), including full company address, phone number, fax number and email address
  - **Subject matter** of the proposed paper, stating the specific (topic) session for which it is intended
  - **Type of paper** including research application, case study, discussion topic, methodological paper, new ground research, business issue
  - **Specification** of the research methods and techniques used
  - **Relevance:** how the subject will be of interest and value to the audience
  - **Presentation** information, such as any additional material that will be presented (case histories, new research, etc.)

- **References** of the author's earlier work, to provide a clear idea of the content of the contribution, and of conferences where the authors have previously presented (name of conference(s), organizer, date and place).

**N.B.:** Only papers with a full bibliography are eligible for awards.

**By submitting a contribution the author(s) warrants that:**

- In line with the ICC/ESOMAR international Code of Marketing and Social Research Practice, he/she has obtained permission from clients and /or other third parties to present and publish the material contained in the paper and/or in the audio-visual presentation.
- The contribution does not infringe upon the copyright, right of use or any other right of intellectual property of any (co-)author(s), client(s) and/or other third parties.
- The author(s) will indemnify TMRS and will ensure that TMRS is not held liable for any claims from (co-)authors, clients and/or other third parties incurred by author's failure to obtain such permissions, copy and usage rights.

**GUIDELINES FOR  
SUBMITTING A SYNOPSIS TO TMRS  
FOR THE 2010 APRC CONFERENCE, TOKYO**

**SELECTION POLICY**

**The main selection criteria are:**

- Quality of content: Contributions that are innovative, application-based and supported by live examples are favored over those that follow the well-trodden path.
- Originality: The paper should not have been published or presented elsewhere.
- Use of case studies (joint supplier/user presentations preferred)
- Relevant marketing applications
- **N.B.:** Papers that are sales pitches will not be accepted.

**By submitting a synopsis, the author(s)  
acknowledge(s) that**

- The decisions of the Programme Committee regarding the selection criteria are final
- TMRS cannot be held liable for any inconveniences from the Committee's decision
- The Programme Committee's deliberations are confidential and the Programme Committee has no obligation to provide information concerning the reasons for selection or refusal to authors or other third parties

**Benefit for the best paper selected**

- ✓ The honor to present to industry peers at The 2010 APRC Conference Tokyo
- ✓ Waiver one registration fee at The 2010 APRC Conference Tokyo (2 – day Conference). If there is more than one speaker, it is their responsibility to decide how the fee is attributed or split.
- ✓ Free round trip ticket (Bangkok-Tokyo)
- ✓ Free accommodation at Tokyo for 3 days (2 nights)