

The Online Festival for the Insights Industry

Week of Market Research

Information for Providers 2024



Why participate in WoM24?

As a joint event format organized by succeet and marktforschung.de, the Week of Market Research WoM worked extremely well again in 2023, meaning that a new edition of the online festival promises to be a great success in 2024. This is the impressive track record of WoM23:

- 84 events on six festival days
- 1,491 participants with a total of 6,664 event registrations
- Average of events per participant: 4.5
- 79.3 registrations per event on average
- 68% of corporate market researchers per event on average

These figures prove that WoM has become an indispensable digital addition to the succeet trade show in Wiesbaden.

Convincing concept: The WoM was conceived from the outset as a colourful, varied online festival in which providers from the insights industry can participate with online presentations and present themselves through a wide range of sponsorship and advertising opportunities. This concept has proven itself over the years, so we are continuing it almost unchanged in 2024: The morning kick-off events will be followed by hosted webinars, events held by the providers (festival entries) and pitches with several participants, alternating every hour. A few late-night entertainment formats round off the agenda.

Generate new leads and maintain existing contacts: This is the convincing advantage of participation for you as a provider: on average, around 80 leads per online session were gained in 2023.

Reliable technical platform: The technical online platform of marktforschung.de has proven to be absolutely reliable. Participants can put together their own individual programme in the specially developed festival agenda and register centrally for the sessions.

Please read the
review on WoM23 on
[marktforschung.de](https://www.marktforschung.de)

Structure of the Festival Agenda

Events in English language are very welcome and can be booked at any time slot.



Time (CEST)	Monday 15 April	Tuesday 16 April	Wednesday 17 April	Thursday 18 April	Monday 22 April	Tuesday 23 April
8:00 - 8:45		Entertainment Formats	Entertainment Formats	Entertainment Formats		Entertainment Formats
9:00 - 9:45		Daily Keynote	Daily Keynote	Daily Keynote		Daily Keynote
10:00 - 10:45	Kick-Off Event				Daily Keynote	
11:00 - 11:45						
12:00 - 12:45						
13:00 - 13:45						
14:00 - 14:45						
15:00 - 15:45	Pitch	Pitch	Pitch	Pitch	Pitch	
16:00 - 16:45						
17:00 - 17:45						
From 18:00	Entertainment Formats	Entertainment Formats	Entertainment Formats	Entertainment Formats	Entertainment Formats	

Events organized by marktforschung.de

Events organized by the providers themselves or by marktforschung.de

Participation Formats – our Offers:

- 1. Festival Sponsoring Page 5
- 2. Entry of your Event in the Festival Agenda Page 7
- 3. Webinars/Workshops Page 9
- 4. Tool and Software Pitches Page 11

1 Festival Sponsoring

Basic Idea:

- You support the Week of Market Research as a sponsor. You can choose between 3 sponsoring packages (Exclusive, Premium, Basic)
- You get awareness in media and presence in our Festival Agenda, in the marktforschung.de und succeet newsletters and in the central sessions.

Festival Sponsoring

Provided by marktforschung.de		Exclusive	Premium	Basic
	Presentation of your company logo on the festival landingpage (180 x 70 pixels)	Yes	Yes	Yes
	Logo placement on the logo bar when advertising your session in the newsletters*	Yes	Yes	-
New	Interview, advertorial or video pitch (1 min) as a sponsor at WoM in the newsletters*	Yes <i>Interview: individual</i>	Yes <i>Interview: 3 participants</i>	-
	Logo placement on wall of sponsors	Yes	Yes	Yes
	Fade-in of the sponsors' logos at the beginning of each festival day opening (Daily Keynotes)	Yes	Yes	Yes
New	Logo placement on festival landingpage on the top right position (sticky)	Yes	-	-
	Presentation of your video (30 Sec.) at the beginning of each Daily-Keynote (6) and pitch (up to 6) and announcement of the sponsors by the host	Yes	-	-
	1 x exclusive festival entry (Price 1.640 €, details on page 8) **	Yes	-	-
	1 x open or closed webinar (Price 1.370 € / 1,520 €, details on page 10)	Yes	-	-
Price (VAT not included)		5.990 €	2.330 €	1.090 €

*marktforschung.depesche + succeet newsletters

**including all additional leads from the marktforschung.de media library

2 Entry of your Event in the Festival Agenda

Basic Idea:

- You organize and host your WoM event yourself, incl. technical platform, presentation, follow-up.
- Registration takes place centrally via the Week of Market Research festival agenda. Participant lists can be downloaded via CSV export and imported into your system.
- This event will be included in the Week of Market Research festival agenda and thus become part of the festival. You decide how prominently your event is being advertised by choosing between the Exclusive, Premium and Basic packages. In this way, participants are recruited for your event.
- In addition, you have the option of entering entertaining events before 8.50 a.m. or after 6 p.m.
- Optionally, each of your events can be recorded by yourself and published in the marktforschung.de media library. This allows you to significantly increase the reach of your events and generate further leads even after the event.

Services by marktforschung.de	Exclusive	Premium	Basic	Entertainment Formats 8:00-8:45 or from 18:00
Entry of your event in the festival agenda (length: 30-45 minutes)	Yes	Yes	Yes	Yes after 6 pm your event can be longer than 45 minutes
Maximum length of announcement text	1.500 characters	800 characters	300 characters	300 characters
Highlighting in the festival agenda	logo and bold lettering	logo	logo	logo
Announcement in newsletter	editorial note and marking as a „tip“	editorial note	listing in festival agenda	listing in festival agenda
Additional content	interview, advertorial or 1 min video pitch included	Interview, advertorial or 1 min video pitch +370 €	-	-
Do-Follow-Link	Yes	Yes	-	-
Time overlap with other events	No parallel events	Up to 3 parallel events	up to 3 parallel events	Up to 3 parallel events
Open/closed event	optional	optional/+150 €	optional/+150 €	optional/+150 €
Prices (Vat not included)	Exclusively included in Exclusive Festival Sponsoring	880 €	660 €	410 €
Upload of your recording of your presentation on the media library including all leads generated	Free of charge	+250 €	+250 €	+250 €

3 Webinars

Basic Idea:

- You concentrate entirely on your presentation. marktforschung.de organizes and hosts the online webinar, you provide the content input.
- This product is very similar to the marktforschung.de webinar series. The difference is that due to the central and comprehensive marketing of Week of Market Research, the expected response to your topic will be greater.

Services by marktforchung.de	Open Webinar	Closed Webinar
Announcement of your webinar in the festival agenda (as a premium entry)	inclusive	inclusive
Recruitment of participants from your target group via newsletter and website	Yes	Yes
Hosting of your webinar incl. Q&A after your presentation	Yes	Yes
Provision of contact data of all participants as well as registered interested parties for further targeted approach (GDPR compliant leads)	Yes	Yes
Video recording for later re-use, made available as a download in our webinar archive. All leads included	Yes	Yes
Prices (VAT not included)	1.370 €	1.520 €
Publication of an interview, advertorial or video pitch about the webinar before the festival	+370 €	+370 €

*Webinars are hosted by marktforchung.de. Time exclusivity is not possible. Duration of a webinar: 30 – 45 minutes. The speaker decides about the length of the session.

4 Tool and Software Pitches

Basic Idea:

- Present yourself to your target group in a pitch
- Our idea: Three providers present their approaches to the target audience one after the other. The order will be drawn in advance.
- Each pitch will have its own topic (see pitch topics).
- During the pitch, we collect the participants' feedback on the pitch using an anonymous survey in Zoom. We will make this available to you afterwards.
- Whether or not a pitch will take place depends on whether we can attract three suitable providers each. If you are interested, please contact us at short notice, even if your topic does not appear on the list.

Pitch Topics:

- Research Platforms & DIY Research
- Online & Mobile Qualitative Platforms
- Text & Social Media Analytics
- Applied AI
- Data & Panel Quality

Tool and Software Pitches

Services by marktforschung.de	Tool and Software Pitches
Announcement in festival agenda (as a premium entry)	inclusive
Presentation of your tool/your software in 10 minutes plus 5 minutes Q&A (together with two other providers)	Yes
Recruitment of participants from our defined target group via newsletter and website	Yes
Hosting of the pitch	Yes
Provision of contact details of all participants and registered interested parties for further targeted approach (GDPR compliant)	Yes
Price per provider (3 providers per pitch max.) VAT not included	620 €

General Information and Deadlines

Please note the following info and deadlines regarding WoM24:

- From 14 February, 2024, after signing the contract, you will receive the access data for your WoM account. Here you can enter the title of your presentation(s) and upload the cover picture and detailed description
- You can edit your event at any time, even if it is already online.
- Last date for entries is 29 February, 2024.
- The festival agenda is going online on 04 March, 2024.
- Week of Market Research 24 is starting on Monday 15 April, 2024 at 10am (CEST).
- We use Zoom for the realization of WoM24.
- Project management: Sabrina Gehrman, Phone: +49 2233-460 78 73, sabrina.gehrmann@marktforschung.de

Your Contacts:

We will be happy to advise you on all questions relating to your participation in Week of Market Research - we look forward to hearing from you.



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General Terms and Conditions

1. The following general terms and conditions (GTC) contain the provisions for participation as a presenting company or as a sponsor (hereinafter: Client) in the Week of Market Research 2024 (WoM24), which is organized by succeet GmbH, Im Baumstückle 45, 71334 Waiblingen (hereinafter: succeet GmbH) in cooperation with the online portal marktforschung.de (Smart News Fachverlag GmbH).

2. Order in the sense of these general terms and conditions (GTC) is the contract between succeet GmbH and a Client concerning the booking of sponsoring and advertising services, entries of events in the festival agenda, web seminars/workshops or tool and software pitches. All of these services are provided on the website marktforschung.de operated by Smart News Fachverlag GmbH and/or in the newsletter marktforschung.depesche. Individual services are also provided in the succeet newsletter.

3. Offer and acceptance/conclusion of contract: Upon request, the Client shall receive an individual offer from succeet GmbH. This contains the concrete service description and all costs. The offer is limited to 10 days, beginning with the expiry of the day on which the offer is sent to the client. After expiry of the time limit, succeet GmbH may freely dispose of all contractual components described in the offer. The contract is concluded upon acceptance of the offer by the client.

4. Prices and payment modalities: The prices applicable at the time of conclusion of the contract and further price information result from the offer of succeet GmbH, based on the media data for WoM24. The client is obliged to pay 100% of the total remuneration to be paid to succeet GmbH immediately after conclusion of the contract. The client shall receive a separate invoice for this purpose. This is due for payment within 14 days. The period shall commence at the end of the day on which the invoice is sent to the client. If a provider defaults on payment, succeet GmbH shall be entitled, after prior reminder and without granting a grace period, to otherwise dispose of the services that have not been paid for in full.

5. succeet GmbH is entitled to reject orders. This applies in particular if their contents violate applicable law or official regulations.

6. Reservation of the right to withdraw: succeet GmbH reserves the right to withdraw from the contract if there are factual reasons that justify such withdrawal. An objectively justified reason exists in particular - but not conclusively - if the purpose pursued with the event can no longer be achieved and the implementation becomes unacceptable for economic reasons.

7. Termination: There is no possibility of ordinary termination. succeet GmbH is entitled to terminate the contractual relationship by extraordinary termination without notice if there is a serious reason. Such a reason may exist in particular if the client violates his obligations specified in these GTC. The same applies to the client if there is a serious reason.

8. The client shall be solely responsible for the correctness of all contents, contributions and advertising material delivered or to be presented. succeet GmbH is not obliged to check orders and provided contents of clients as to whether they impair the rights of third parties. The client shall indemnify succeet GmbH against all claims of third parties arising from a possible infringement of property rights and/or rights of use.

9. The provision of all contributions, advertising material and other contents intended for publication shall be carried out by the client. The deadlines set by marktforschung.de or succeet must be observed and adhered to. 10.

10. All prices are exclusive of VAT.

11. Place of performance and jurisdiction is Stuttgart.

As of: December 2023