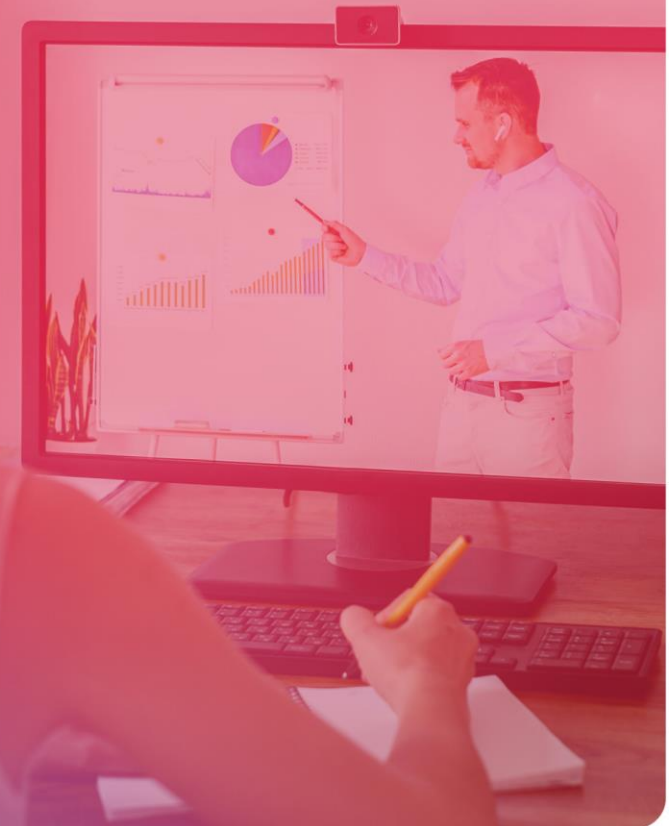


Information for Providers



Week of
Market Research
2025



Week of Market Research (WoM) – a successful online concept

The Week of Market Research WoM was launched in 2020 and has since proven itself on the market as a joint event format of succeed and marktforschung.de, so that a new edition of the online festival also promises great success in 2025.

Convincing Concept

WoM is designed as a colorful, varied online festival in which providers from the insights industry can participate with **online presentations** and present themselves through a wide range of **sponsoring and advertising opportunities**

- Each festival day begins in the morning with a **kick-off event** or the **Daily Keynotes**.
- This is followed on an hourly basis by hosted **webinars, in-house sessions (festival entries)** and **pitches**.
- **Entertainment formats** later in the day round off the program.

Why should you take part in WoM25?

As a provider, you have an excellent opportunity to generate new leads and maintain existing contacts. This allows you to quickly expand and improve your business relationships. On average, 97 leads were generated per online presentation at WoM24.

Realisation of WoM by marktforschung.de

WoM is realized on the technically reliable and state-of-the-art online platform of marktforschung.de. Here, attendees can put together their individual programs and register centrally for the presentations. On request, the online presentations (webinars) can be hosted by the experienced editors of marktforschung.de.



The fifth Week of Market Research 2024 (#WoM24) broke all records: the 73 sessions recorded a total of 7,071 registrations - more than ever before!

On average, there were 97 registrations per session - a significant increase on the previous year. The event, which took place from 15 to 23 April 2024, offered an impressive selection of webinars, discussions, pitches and workshops over six days and once again showed just how colorful the world of the insights industry is.

[Read more on marktforschung.de](https://www.marktforschung.de) (details in German language)

impressive track record of #WoM24

- 73 sessions over six festival days
- 2,301 participants with a total of 7,071 registrations
- on average, one person registered for 4.5 sessions
- an average of 97 registrations per session
- of which around 80 % were corporate market researchers



! You can find most #WoM24 sessions in our [Media Library](#).

Structure of the Festival Agenda #WoM25

You are very welcome to present in English language (any format at any time)



Time	Monday 19 May	Tuesday 20 May	Wednesday 21 May	Thursday 22 May	Monday 26 May	Tuesday 27 May
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	Opening 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	

Opening Events/Daily Keynotes/Pitches are presentations realized by [succeet](https://succeet.com) / marktforschung.de

Provider Sessions are either realized independently by providers or organized and hosted by marktforschung.de



Participation Formats – our Offer

1. Festival Sponsoring p 6-7
2. Entry into the Festival Agenda p 8-9
3. Webinars p 10-11
4. Tool and Software Pitches p 12-13



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 succet **newsletters** and in the **Opening Events** and **Daily Keynotes**

Services	Exclusive	Premium	Basic
presentation of your company logo on the festival landing page	yes 180 x 70 Pixels	yes 120 x 50 Pixels	yes 90 x 35 Pixels
logo placement on the logo bar when advertising your session in the newsletters**	yes	yes	-
interview, advertorial or video pitch (1 min) as a sponsor at WoM in the newsletters*	yes <i>individual interview</i>	yes <i>interview: 3 parties</i>	-
logo placement on wall of sponsors	yes	yes	yes
fade-in of the sponsors' logos at the beginning of the Festival Opening and each Daily Keynote	yes	yes	yes
logo placement on festival landing page on the top right position (sticky)	yes	-	-
presentation of your video clip(30 Sec.) at the Festival Opening and 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 (worth 1,750 €, details on p 9)**	yes	-	-
1 x open or closed webinar (worth 1,440 € / 1,600 €, details p 11)**	yes	-	-
Price (VAT not included)	6,290 €	2,450 €	1,150 €



Entry of your Event in the Festival Agenda

Basic Idea:

- You organize and host your WoM session 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 formats between 8.00 and 8.45 a.m. or after 6 p.m.
- Optionally, each of your session can be recorded by yourself and published in the marktforschung.de media library. This allows you to significantly increase the reach of your sessions and generate further leads even after the event.

Services	Exclusive	Premium	Basic	Entertainment Formats 8:00-8:45 a.m. or from 6 p.m.
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	with logo and bold letters	with logo	with logo	with logo
announcement in newsletter	editorial note and marking as a „tip“	editorial note	listing in festival calendar	listing in festival agenda
additional content	interview, advertorial or 1 min video-pitch included	interview, advertorial or 1 min Video-Pitch + 390 €	-	-
do-follow-link	yes	yes	-	-
time overlap with other sessions	no parallel sessions	up to 3 parallel sessions	up to 3 parallel sessions	up to 3 parallel sessions
open/closed presentation	optional	optional /+160 €	optional/+160 €	optional/+160 €
Price (VAT not included)	Exclusively included in Exclusive Festival Sponsoring	930 €	690 €	430 €
upload of your recording of your presentation on the media library including all leads generated	free of charge	+250 €	+250 €	

Basic Idea:

- Take advantage of the expertise and many years of experience in hosting webinars of our partner marktforschung.de and concentrate fully on your presentation. The editors at marktforschung.de will organize and host your webinar while you provide the content input.
- The webinar will be integrated into the festival agenda and marketed centrally as part of WoM. This enables you to achieve a particularly high reach in your target group.

Services	open webinar	closed webinar
announcement of your webinar in the festival agenda (as a premium entry)	included	included
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
contact data of all participants as well as registered interested parties are made available 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
Price (VAT not included)	1,440 €	1,600 €
publication of an interview, advertorial or video pitch about the webinar before the festival	+390 €	+390 €

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

Basic Idea:

Present yourself live to your target group in a pitch.

Our idea: Three providers present their approach 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 use an anonymous survey in Zoom to collect feedback from participants on the pitch. We will make the results available to you afterwards.

Info: Whether a pitch takes place depends on whether we can attract three suitable providers. If you are interested, please contact us at short notice, even if your topic does not appear on the list.

Planned Pitch topics:

- Text- & Social Media Analytics
- Research Platforms & DIY
- Applied AI: How to apply Artificial Intelligence in Market Research
- Quality Checks & Representativeness - How to check and ensure field quality
- Automated AI Tools & Synthetic Respondents
- CX Tools & Software
- Fresh Companies – for start-ups & agencies 3 years old and younger
- Qualitative Data Analysis & Research – Tools for qualitative market research (in English)
- Qual-at-scale – multinational qualitative projects (in English)

Services by marktforschung.de	Tool and Software Pitches
announcement in the festival agenda (as a premium entry)	included
presentation of your tools/your software in a 10 minutes slot plus 5 minutes Q&A (a total of three providers will be presenting in each pitch)	yes
recruitment of participants from a target group determined by us via our newsletter and website	yes
the pitch is hosted	yes
contact data of all participants as well as registered interested parties are made available for further targeted approach (GDPR compliant leads)	yes
Price per provider (max. three providers per pitch) (VAT not included)	650 €



General Info and Deadlines

Please note our deadlines and the information on the #WoM25 process

- If you place an order, you will receive the access data for your WoM account after 10 March, 2025. Here you can enter the title of your presentation(s) and upload the cover picture and detailed description.
- You can edit the event at any time, even if it is already online.
- The festival calendar will be published on 01 April, 2025.
- WoM25 starts on Monday, 19 May, 2025 at 10.00 a.m.
- We use Zoom for the realization of WoM25
- Project Management Sabrina Gehrman, phone +49 2233-460 78 73, sabrina.gehrmann@marktforschung.de



Contact

please contact our team

We will be happy to answer your questions about your participation in
Week of Market Research and look forward to your message.



Simone Waller-Klink
T +49 7151 90 383 90
simone.waller-klink@succeet.de



Alexandra Frank
T +49 7151 90 383 90
Alexandra.Frank@succeet.de



Holger Geißler
T +49 2233 460 78 71
M +49 151 1824 8832
holger.geissler@marktforschung.de



Sabrina Gehrman
T +49 2233 460 78 73
sabrina.gehrmann@marktforschung.de

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 2025 (WoM25), which is organized by succet GmbH, Obere Sackgasse 9/11, 71332 Waiblingen (hereinafter: succet 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 succet GmbH and a Client concerning the booking of sponsoring and advertising services, entries of sessions 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 succet newsletter.

3. Offer and acceptance/conclusion of contract: Upon request, the Client shall receive an individual offer from succet 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, succet 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 succet GmbH, based on the media data for WoM25. The client is obliged to pay 100% of the total remuneration to be paid to succet 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, succet 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. succet 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: succet 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. succet 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. succet 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 succet 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 succet must be observed and adhered to.

10. All prices are exclusive of VAT.

11. Place of performance and jurisdiction is Stuttgart.

January, 2025