

The Week of Market Research

Factsheet 2022



wdm

May 9-17, 2022

Why you should participate in the WoM22

A festival for everyone in the market research industry

Week of Market Research 21 was once again a complete success: 65 events, 5,797 registrations for events from 1,070 participants. The participating agencies were particularly pleased that 48 percent of all visitors were from the client side. The concept of "low barriers for the audience and good opportunities to present oneself as a provider" was very well received in the sector. There was a large variety of events and agencies and sponsors were very satisfied.

Generating new leads

The individual events of Week of Market Research 21 were very well attended throughout. On average, 89 people registered for an event. This resulted in many new contacts and leads for the presenting companies.

No one watches a whole day of online lectures

Too little interactive, too frontal, too much home office disruption - there are many reasons why long days of online conferences don't work. The format of the festival, where each participant puts together their festival agenda individually, has worked very well. Registration runs centrally via the newly designed and proven WoM landing page of marktforschung.de.

Regardless of the pandemic situation - A festival for all formats

The online formats of WoM22 will definitely take place. If circumstances permit, hybrid and face-to-face events can also be integrated under the WoM22 umbrella. Take advantage of this flexibility and secure the best slots early.

Focus: Presentations
in English



Structure of the Festival Agenda

Time (CET)	Monday 9 May	Tuesday 10 May	Wednesday 11 May	Thursday 12 May	Monday 16 May	Tuesday 17 May
8-8:50h		Entertainment Format	Entertainment Format	Entertainment Format		Entertainment Format
9-9:50h		Morning-Briefing Daily Keynote	Morning-Briefing Daily Keynote	Morning-Briefing Daily Keynote		Morning-Briefing Daily Keynote
10-10:50h	Opening Event				Morning-Briefing Daily Keynote	
11-11:50h						
12-12:50h						
13-13:50h						
14-14:50h						
15-15:50h	Pitch	Pitch	Pitch	Pitch	Pitch	
16-16:50h						
17-17:50h						
After 18h	Entertainment Format	Entertainment Format	Entertainment Format	Entertainment Format	Entertainment Format	

Events organised by
marktforschung.de

Events organized
and presented by
the providers
themselves or by
marktforschung.de

Participation Formats – our Products

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Festival Sponsoring

Basic Idea:

- You support the Week of Market Research as a sponsor. Here you have a choice of 3 sponsorship packages (Exclusive, Premium, Basic).
- In return, you receive media attention and presence in the festival agenda, in the newsletters of marktforschung.de and succeet as well as at the central events.

Festival Sponsoring

Services by marktforschung.de	Exclusive	Premium	Basic
Logo placement on the festival landing page 180x70 pixels	yes	yes	yes
Logo placement on the logo bar when advertising the festival in the newsletters*	yes	yes	-
Interview or advertorial as a sponsor of Week of Market Research in the newsletters*	yes	yes	-
Logo placement on wall of sponsors	yes	yes	yes
Fade-in of the sponsors' logos at the beginning of each festival day opening (Morning Briefings/Daily Keynotes)	yes	yes	yes
1 x exclusive entry in the festival agenda (Price 1,490 €) **	yes	-	-
1 x open or closed web seminar at the WoM (Price 1,190,- €) **	yes	-	-
Presentation of your video (30 sec.) at the beginning of each festival day opening (Morning-Briefings/Daily-Keynotes) and the pitches	yes	-	-
Price	4,900 €	2,100 €	980 €

*marktforschung.depesche + succeet newsletter

**no extra charge for leads from the archive downloads

Entry of an 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 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 from 6 p.m. onwards.
- Optionally, each of your recorded events can also be posted in our web seminar archive. This allows you to significantly increase the reach of your event and generate further leads even after the event.

Services of marktforschung.de	Exclusive	Premium	Basic	Entertainment Formats (Events after 6 pm or before 8.50 am)
Entry of your event in the festival agenda (length: 50 minutes)	yes	yes	yes	yes (after 6 pm your event can be longer than 50 minutes)
Maximum length of announcement text	1,500 characters	800 characters	300 characters	300 characters
Highlighting in the festival agenda	logo und bold lettering	logo	logo	logo
Announcement in newsletter	editorial note plus marking as a „tip“	editorial note	listing in the festival agenda	listing in the festival agenda
Additional content	interview about the event included	interview about the event +300 €	-	-
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	optional	optional
Price	Exclusively included in Exclusive Festival Sponsoring	790 €	590 €	390 €
Upload of your presentation in the web seminar archive*	upload included*	+150 €*	+150 €*	+150 €*

*charge for each lead from the archive video download 19 € (open web seminar), 39 € (closed web seminar)

Web Seminars/Workshops

Basic idea:

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

Web Seminars/Workshops*

Services of marktforschung.de	Open Web Seminar	Closed Web Seminar
Announcement of your web seminar in the festival agenda (as a premium entry)	included	included
Active 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
Video recording for later re-use, made available as a download in our webinar archive. Generate leads without effort, all year round!	yes	yes
Provision of contact data of all participants as well as registered interested parties for further targeted approach (GDPR compliant leads)	yes	yes
Price	1,190 €	1,190 €
Per lead from the archive video download	+19 €	+39 €
Publication of an interview about the web seminar before the festival	+300 €	+300 €

*Web seminars hosted by marktforschung.de are limited to three slots/day. No time exclusivity possible

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).
- You will receive detailed feedback from the participants through a feedback survey 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

- Online & Mobile Qual
- Applied AI
- Research Platforms & Automation
- Data Viz & Dashboards
- Sampling & Online-Field
- CX Platforms

Tool and Software Pitches

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 10 minutes plus 5 minutes Q&A (together with two other providers)	yes
Active 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 (max. three providers per pitch)	590 €

Please contact

We will be happy to assist you on all questions regarding your participation in the 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 2022 (WoM22), 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 customer. 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 customer.

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 WoM22. The customer is obliged to pay 100% of the total remuneration to be paid to succeet GmbH immediately after conclusion of the contract. The customer 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 customer. If an exhibitor 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 customer violates his obligations specified in these GTC. The same applies to the customer if there is a serious reason.

8. The customer 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 customers as to whether they impair the rights of third parties. The customer 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 2021