EDITORIAL AND ADVERTISING SCHEDULE FOR 2019

INTRODUCTION
Published by ESOMAR, the global voice of the data, research and insights community, Research World focuses on innovation and best practice in market, opinion and social research and data analytics, helping readers stay abreast of the latest developments in tools, technology and applications.

The digital magazine, with articles written by those at the front-line of research, attracts more than 11,000 visitors a month, whilst the print magazine, published in the spring and autumn, is distributed at ESOMAR’s events, is complimentary to all ESOMAR members and is read in over 1000 countries by around 20,000 of the world’s leading marketing, advertising and market research professionals.

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February: How to re-tool the insights team for more impact: How can teams lean into accelerating change to identify opportunities that create new value for their employers and themselves? Is it only data scientists and analysts that are needed and if not, what other new skills are required? Is it easier to import new talent or to identify areas of training and work environments that can accelerate knowledge acquisition and career development? How does a team demonstrate its impact?

March print copy: Is the insights industry investing enough in AI? What are the opportunities and practical applications of AI in insights? And is AI really such a separate stream or just another tool to automate operations, cut costs and organise data within existing approaches such as customer experience and satisfaction? In the battle for talent, how can we get data scientists and analysts to view our sector as being for them and what can AI learn from research best practice in sampling, avoiding bias and model curation?

Regional profiles: LATAM and APAC
Extra distribution: LATAM and APAC conferences, Summer Academy
Advertising reservation deadline: 22 February 2019
Advertising copy deadline: 25 February 2019
Submission of content ideas: 23 December 2019
Content copy deadline: 4 February 2019
Published: 22 March 2019
April: New data sources and ways to reach consumers: Are researchers ready to manage the latest touch points with consumers including IoT, video, neuro and voice assistants? How should data from different sources best be synthesized, what are the optimal conditions, the tools needed, and the practical implications? How can researchers merge all the multi-touch attributes across different devices into a single platform and leverage the latest in AI and machine learning to provide precise and actionable insights? What is the role of programmatic advertising and multi-touch attribution from a media buying standpoint and how can researchers help with impact analysis given the multitude of attribution models out there?

May: How to manage and marry the old and the new: As technology accelerates the pace of innovation, how can researchers test and assess new tools and methodologies and the pluses and minuses of integrating them with existing systems in daily practice. Does faster and cheaper always mean more automation and what is the role of new tech such as block chain in the research process?

June: The secrets of engagement: what can we learn from trends in advertising and what does it mean for us in terms of new ways of engaging consumers in research (chatbots, gamification) to make the process more fun and less predictable. How can we best engage our clients in the insights team and make the learnings so memorable they are inspired to follow up on our recommendations and what can we learn from TV, drama and game-shows?

July: How can we retain our academic roots and yet be more commercially savvy: The fundamentals of research are based on statistics, surveys, observation and anthropology derived from the social sciences. As the environment changes, how can we ensure that academic based researchers speak the language of business and marketing? What can we learn from insights companies that have successfully worked with academics so we can best manage this two-way knowledge transfer and which classically ‘non-research skills should be added to the mix?

August: Finding the truth when different data sources give different outcomes: When working with different data sources, and methodologies that might give different answers, is there a hierarchy of truth? In a world of alternative facts, fake news and sound bites, what can evidence-based research do to identify and better communicate the truth of more complex data and issues? Can we use disconnects and contradictions in the data to get at more meaningful insights

September print copy: Shifting silos and transformation: What is the future of work in our sector given the impact of technology and what does this mean in terms of team composition and skills? How should the emerging insights organisation respond to the requirements of the new data and analytics ecosystem? How can we best deal with silos such as marketing, social media and technology enablers that exist alongside the insights function, to ensure that insights flow throughout the organisation?

Regional profiles: Global
Extra distribution: Congress, Fusion and Client Summit
Advertising reservation deadline: 31 July 2019
Advertising copy deadline: 5 August 2019
Submission of content ideas: 3 June 2019
Content copy deadline: 1 July 2019
Published: 28 August 2019
October: **Dealing with disruption:** In a fast-moving world, clients and insight companies face challenger brands as new entrants with great solutions that can be more agile and attention grabbing. What are the best ways to drive change, identify what works and what doesn’t, manage big data and predictive analytics, and identify new partners and opportunities to become more effective?

November: **Keeping the human touch:** As we acquire more digital tools for faster, cheaper and more impactful research, we need to remember researchers are humans trying to understand the humans behind the data. How can we maintain the balance without being disconnected from consumers? How can researchers decode and explain human behaviour to understand the consumer decision journey and tell the story behind the numbers? How can we create more empathy and emotional connections in the way that we communicate and relate to people?

December: **Back to the future:** Dealing with bias when using the latest research methodologies: Researchers have always claimed expertise in sampling, and this led to heated debates about how far panels can be representative and have fully engaged participants. Do similar issues of bias arise with new data sources and methodologies? How can we best avoid biased models in social and text analytics or machine learning? What are the latest solutions and are clients and providers aware of the pitfalls?

2020

January: **Predicting the unpredictable:** in dealing with increasing political and financial uncertainty, is the best way forward to develop a range of scenarios? How can companies develop strategies to deal with unstable situations such as Brexit, uncertain markets, capricious leaders and changeable electorates, in a global and connected landscape that is radically different from a decade ago. And just how accurate can we expect forecasting to be?

Advertising reservation deadline: xyz
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