# ESOMAR

# GUIDELINES TO SUBMITTING YOUR WRITTEN ARTICLE

## GUIDELINE FOR CONTRIBUTORS

As a benefit for ESOMAR members, all event attendees and as an industry reference, ESOMAR publishes written documents on the work presented at our events. Depending on the event, the best written piece will either win an award or will be eligible for the annual ESOMAR Best Paper Award.

After submitting your document, it will be reviewed by the programme committee so we advise contributors whose first language is not English, to arrange for your article (including any images with text) to be checked by someone who is a native/fluent English speaker before sending to us.

When approved by the committee we will then send your document to an editor. Following the editing, we then format the contribution into an ESOMAR template. For that reason, you do not need to worry about formatting – please just send your paper in a simple word document. The ESOMAR editing and formatting process takes time, which is why it is important to send your paper by the deadline.

To ensure the highest quality and to assist you, we offer you the following guidelines:

## SUBMITTING YOUR FINAL ARTICLE

Your Microsoft Word document should be written in English and submitted by e-mail to your programme manager by the deadline.

### Structure & length:

The article should begin with a few compelling statements including the impact/end results to engage the reader. For the main body of the document you can set the context or describe the challenge, explain in detail exactly what you did and then conclude with powerful statements to elaborate on the impact/results.

Your article should be a **minimum of 1500 words**, but please note that most award-winning contributions at ESOMAR have been between 12-14 pages (A4) long.

## EDITORIAL NOTES ON LAYOUT

### First page:

*The first page of your article should include:*

a). Title b). Subtitle (optional) c). Name of contributor(s) d). Introduction: a few compelling statements including the impact/end results to engage the reader (as explained above).

### Following pages:

*It is important that for the main body of the text you:*

- Begin each new paragraph with only one hard return;
- Note that only one space is necessary between an end point (period) and the beginning of the next sentence;
- Note that the text should contain text headings on a maximum of two levels (subheadings).
- It is not necessary to use references, however if you feel the use of references will enhance your paper then you should ensure you provide complete, correct details. In-text citations should be formatted as follows: (Dragt, 2017). Include page numbers for direct quotes. Please do not use hyperlinks or endnotes.

### Tables, Figures, Graphics:

*All tables, figures, graphs and images must be sent as separate files to the Word document.*

- Any images supporting your written work should be attached as .jpg or .gif files and at least 300 dpi to ensure proper clarity. Only static images should be provided (no moving animation). Please also check that any text in the images is large enough to read.
- Mark the position of tables and figures within the text. Include the title of the graphic if desired.

### Important to note

*End with*

- Technical appendices (optional).
- Endnotes (or footnotes) **should not be used** for reference purposes and should be avoided if possible. If necessary (to improve the legibility of the text), a few footnotes may be included at the end of the text. They should be numbered consecutively throughout the text.

# ESOMAR

- If you have used references in your written text (see above) you should provide an alphabetical reference list at the end of the document, as follows: Dragt, E. (2017) How to Research Trends: Move Beyond Trendwatching to Kickstart Innovation. Amsterdam: BIS Publishers
- The Contributor(s) -Name(s) of contributors(s), job title of present position, company name, and the geographic country location of the office.

If at any time you are unclear about the above editorial notes please contact your programme manager who can advise or connect you with the editor.