

QUALITATIVE



Call for Papers –
QUALITATIVE360
EUROPE

16-17 February 2016
BERLIN

QUAL360.COM

6th Annual Qualitative360 Europe Conference - Berlin, *16 & 17 February*



Qualitative360 will kick-start your 2016 with a firework of fresh ideas, stimulation and inspiration. We invite you to become a part of the

Qual360 experience by joining our speaker panel. Submissions are now accepted for a short time only. So get your thinking caps on and impress us with your best projects, case-studies, workshops or thought leadership stories!

Key areas of interest:

Ethnography-understanding people, behaviour and responses.

Branding & Marketing-building strong narratives and measuring brand value.

Digital Qual - using the latest tools and technologies to drive Qual forward.

Transformation - finding new approaches to gain qualitative insights.



To increase your chance of being selected as our 2016 presenter, follow these simple rules:

- Submit original and new content, based on real case studies and experiences
- Focus on new methodologies and fresh thinking
- Provide a unique perspective and thought provoking approaches
- Bring your client along to co-present if you are submitting a case study



The conference will feature different session formats, from individual case studies (30 minutes) to group discussions (30-45 minutes) and workshops (90 minutes).

To submit a synopsis, please complete the [submission form](#). Please submit your synopsis latest by **November 2nd 2015**.

For sponsorship and exhibition enquiries, please contact **Jens**

Cornelissen at jens@merlien.org

As this is a single-stream conference, speaker slots are limited. We encourage you to submit your abstracts as soon as possible. For more information, please visit www.qual360.com