



2009 CTAM Research Conference Case Study Award Competition

Entries must be submitted to CTAM by **Friday, January 30, 2009** at 5:00 PM EST

Eligibility:

The case study competition is open to all research and marketing analysts, managers, directors, vice presidents, consultants or anyone with a compelling research-based case study to share. Entries may be from a single company or submitted in conjunction with your research partners. Simply submit your case study, completed entry form ([online](#) or [mail/fax](#) version) and any additional materials to ResearchCaseStudies@ctam.com.

Judging:

A panel of industry marketers and research professionals will judge the entries based on the following criteria:

- Content (30%):** Objectives of the research, relevance to industry issues
- Results (30%):** Measurement of the intended effect, the potential/actual business impact of the research, answering all research objectives, accurate reporting of results
- Methodology (20%):** Design of research, justification of sample method (size, representation, eligibility criteria, administration of research, pilot-testing if applicable, reliability score), guidelines for promoting responses and minimizing response bias and error
- Presentation (10%):** Organization, thoroughness and clarity of entry
- Originality (10%):** Innovativeness of research design

What to Submit:

- A completed entry form ([online](#) or [mail/fax](#) version)
- Background and objectives
- Methodology, results/findings and impact the research had on your business
- Full-length presentation, any format accepted
- Any additional materials for consideration
- Contact information



What Not To Submit:

- Marketing campaigns, promotional launches and other creative projects will not be considered without the extensive use and explanation of the research behind it. These case studies should concentrate more on the actual research than the final campaign or product that was designed because of it.

Winners:

Winners will be announced at the opening night dinner on April 5, 2009 at the 2009 CTAM Research Conference. As a CTAM Case Study Winner, you will:

- Receive an award at the 2009 CTAM Research Conference opening night dinner on April 5, 2009 in Washington, DC
- Present your findings during the Monday, April 6, 2009 case study general session at the 2009 CTAM Research Conference
- Be showcased on CTAM's Web site
- Achieve recognition throughout the research community

Entry Deadline:

The entry deadline for the 2009 CTAM Research Conference Case Study Award Competition is 5:00 PM EST on **Friday, January 30, 2009**. All presentations and materials must be submitted by this deadline in order to be considered.

Please submit your case study and contact information to ResearchCaseStudies@ctam.com

There is no cost to enter, however, only CTAM members are eligible to win. To find out more information about the benefits of becoming a CTAM member, please visit the [CTAM Membership Page](#).

2009 CTAM Research Conference:

The 2009 CTAM Research Conference will be held on Sunday, April 5 - Tuesday, April 7, 2009 at the JW Marriott Hotel Pennsylvania Avenue in Washington, DC. More detailed information will soon be available at www.ctamconferences.com.

CTAM Contact Information:

If you have any questions, please contact Dana Fragnoli-Piteo, Research Manager, at (703) 837-6578 or at dana@ctam.com.

We look forward to receiving your case study competition presentations and of course, to seeing you at the 2009 CTAM Research Conference in Washington, DC.

Good Luck!

The 2009 CTAM Research Conference

April 5-7, 2009

JW Marriott Hotel Pennsylvania Avenue

Washington, DC

www.ctamconferences.com

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