

Guidance notes on what makes a successful EphMRA Conference paper

A successful paper does this:

- Shows how real value can be added to company decisions
- Is thought provoking, innovative, forward looking or controversial in nature
- Offers solutions and recommendations based on the problem addressed
- Demonstrates how a specific process, technique or approach can impact on the business
- Is appropriate to an international audience

It is assumed that all presenters have ensured that permission has been obtained from clients or other third parties to present the information (this includes, music, drawings, visuals etc.) contained in the paper and/or the final presentation. The presenters will indemnify EphMRA and will ensure that EphMRA is not held liable for any claims from clients or other third parties incurred by the author's failure to obtain permission to use information. The authors should also be sure there is no infringement upon the copyright, right of use or any other right of intellectual property under any circumstances.

Please ensure:

You give a clear and detailed picture of the intended full paper to enable judgement of the quality of the final presentation output.

Outline the main argument to be put forward, describe the case study and/or data which will be used to support the argument, present the major findings or conclusions and list any published papers which will be referred to.

State clearly the key take-away messages from your paper – what will the audience be able to do differently when back in the office.

Your submission should be written in English and should be submitted on the EphMRA Submission Template available on the EphMRA website and the EphMRA conference website www.ephmraconference.org or from EphMRA – generalmanager@ephmra.org.

Your submission on this template should not be more than 4 A4 pages long in total and will only be accepted on the Submission Template as one single Word document (and not a pdf). We also need you to send your jpeg photos as separate files, as well as pasted in to the template (as we need original photo files for the programme). These photos must be colour, taken of you in a business context and high resolution.

At conference, successful submissions will:

- be presented in English
- be presented using the EphMRA conference PPT template, which will be sent following acceptance onto the programme
- have a speaking slot of 25 minutes + 5 minutes for Q&A

There is more information on the EphMRA website regarding how to write a successful submission - www.ephmra.org and other important information regarding the submission evaluation process.

In summary please send:

- Submission on the EphMRA Submission Template
- Separate jpeg files with your photos