AUDIENCE xSCIENCE 2023

BEST PRACTICES
Entering ARF Call for Content

Consider these tips when entering ARF's **AUDIENCExSCIENCE** Call for Content. The deadline to enter is December 16, 2022. Good luck!

1. **Results, impact and application are key.**

   It can be argued that impact is the most important section of the Call for Content application. Consider, what will attendees gain from attending your session? What can they take back to their organizations? How will this change the state of industry? Why is this work so important? This is the section to share the significance of your work; don't skimp on this.

   In addition, it is important that the impact and application be clearly supported by the research, rather than speculation or opinion.

   Finally, it is critical in this section to NOT conclude that the most important takeaway is that everyone should use the methodology or tactic you are describing. At the close of your submission, provide a concise summary of the key takeaways.

   Many applicants do not have final results when entering their application. In this case, share interim or expected results or industry impact – do not leave the results section blank. State when results can be expected and what the project is expected to accomplish.

2. **Clearly state the methodology.**

   Include relevant details about your methodology. Be comprehensive, without delving into extraneous elements that are not tied to insight or impact. The method shared should support the impact – focus on the clarity and comprehensibility of storytelling. It is important that the explanation be clear to non-specialists in your field.

   (Note that the Board of Curators sign a nondisclosure agreement before reviewing the work in case there are considerations of proprietary methods/information).

3. **Include a client co-presenter.**
   Having a client co- presenter is advantageous to your application. Attendees favor this since it attests to the value of your research and provides a clear indication of its impact. It also conveys a more unbiased approach to presenting your product/company to the industry, as well as sharing a deep dive into an actual, relevant case study.

4. **Avoid a sales pitch.**
   Excellence in methodology, analysis and results speak for themselves. Show us (don't tell us) why your product/method/company is best of the best. An obvious sales pitch reduces the credibility of your presentation. Any submission that appears as a sales pitch is immediately discarded in the first round of review.

5. **Be thorough. Complete the form in its entirety.**
   The whole narrative, not solely a deep dive into numbers and methodology, is critical to a successful application. Do not merely cut and paste answers to different sections. Write holistically.

   Be concise by sticking to the word/character requirements on the written explanation. Please do not send in a full white paper or PPT with extraneous details – if selected, you'll have an opportunity to share these materials at the conference.

   Don't get held up on the topic selection. While important, the agenda topics are adjusted based on the submissions that are accepted to the conference. There is no minimum number of entries that are selected in each category during review.

   Feel free to include supporting images/graphs to help explain your case. Avoid using the word "proprietary," if possible. Emphasize anything you did that is innovative and anything you found that is new.

Please note that we share these guidelines and best practices to help increase your chances in completing a competitive application, but there is no guarantee that your application will be accepted. The Board of Curators decides who will be selected to present at **AUDIENCExSCIENCE** based on specific criteria and thorough discussion.

2023 THEMES

AUDIENCE BEHAVIOR

THE NEW STATE OF TV

IMPRESSION QUALITY

AUDIENCE DIVERSITY

CROSS-PLATFORM MEASUREMENT

ATTENTION METRICS

NEW AD FORMATS

PRIVACY EFFECTS

Questions? Email sara@thearf.org