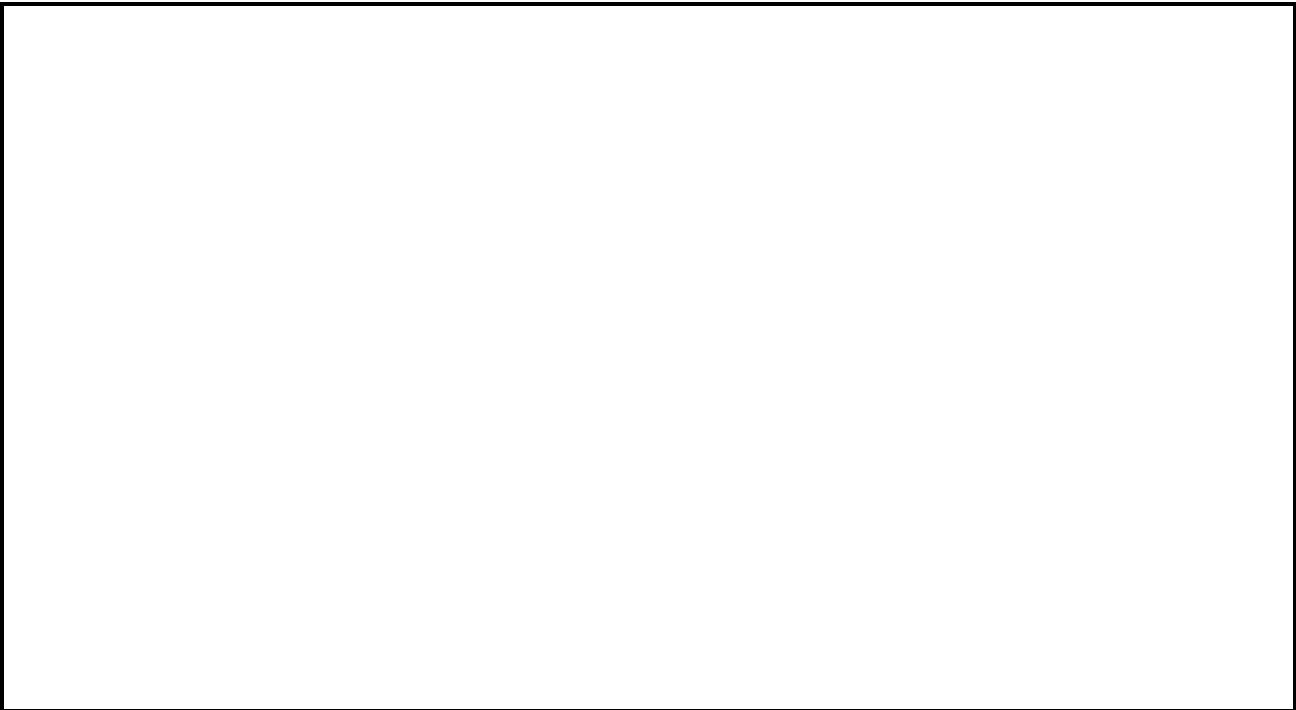


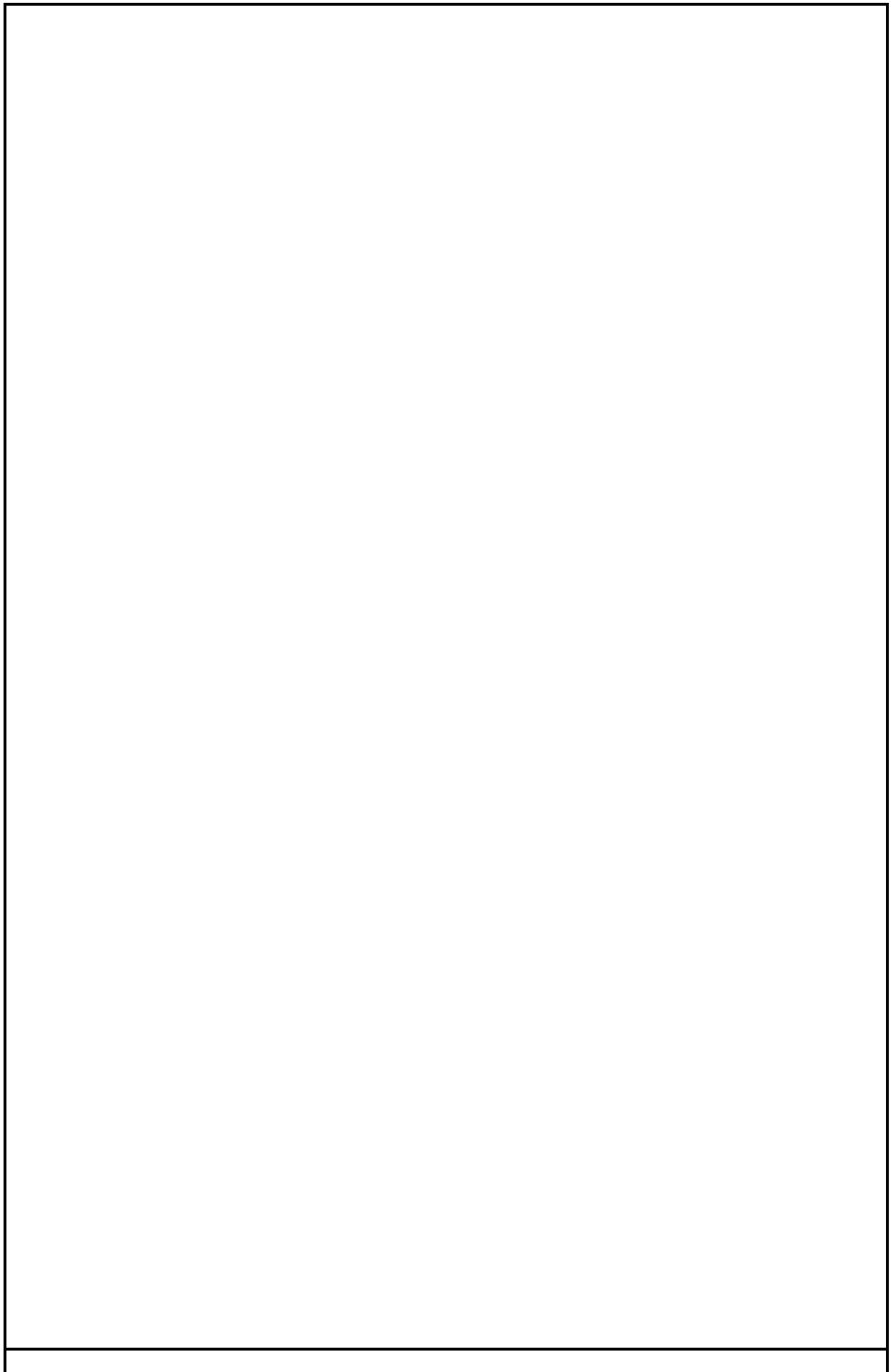
The Prosper Riley-Smith Effectiveness Award Entry Form

Q Introduce the business context and objectives behind your research (i.e. What was the problem/challenge your client was facing and why did they need qualitative research?) (300 words max)

Q Describe your approach and its suitability (i.e. What approach did you select to meet the objectives and what made it befitting?) (400 words max)



Q Explain how your approach has been effective (i.e. How has it made a real difference to business understanding and decision making? *Refer to the judging criteria to help here*) (800 - 1000 words)



Your Details:

Name:

Company

Tel:

Email:

Postal Address:

Paper Title:

Entry Fee £50 + VAT = £60.00

I enclose a cheque made payable to AQR

or

I have booked on line at www.aqr.org.uk

Signature:

Date:

Please return completed form to AQR:

Post: AQR Davey House, 31 St Neots Road, Eaton Ford, St. Neots Cambs PE19 7 BA

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