

The Prosper Riley-Smith Effectiveness Award Entry Form

Q What was the business challenge that led to the research? (300 words maximum)

Q What were the business objectives for the project? (300 words maximum)

Q

How was the project designed and run to meet those objectives? (400 words approx)

Q

In what way/s did the research outcome make a difference to the success of the business? (500 words approx)

Notice that around a third of the case study word-length should be devoted to describing the effectiveness of the research. Papers which fail to explain this will not meet the judging criteria.

Your Details:
Name: Company
Tel: Email: Postal Address:
Paper Title:
Entry Fee £35 + VAT = £41.13 <input type="checkbox"/> I enclose a cheque made payable to AQR or <input type="checkbox"/> I have booked on line at www.aqr.org.uk
Signature:
Date:

Please return completed form to AQR:
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