MSRA CONFERENCE, 21st and 22nd NOVEMBER 2024

GEN AI, DISRUPTOR OR ACCELERATOR:

CALL FOR WHITE PAPER PRESENTATIONS

To ensure the steady growth of our industry by promoting a learning culture, the Marketing & Social Research Association (MSRA) Kenya welcomes your participation in its 14th annual conference scheduled to take place on the **21st and 22nd November 2024 in Nairobi.**

Conference Theme: - **Gen AI, Disruptor or Accelerator:**

The rationale for the conference theme:
The advent of Generative Artificial Intelligence (Gen AI) poses critical questions for industries worldwide. Is Gen AI a disruptive force, upending traditional business models and strategies, or an accelerator, propelling innovation, and efficiency to new heights? This theme reflects on the dual nature of Gen AI—its potential to both challenge and enhance current practices across various sectors.

Generative AI encompasses a range of technologies that can autonomously create content, solve complex problems, and even simulate human-like understanding and interaction. For the field of field of Data, Research, and Insights, this represents both a frontier of opportunity and a battleground of ethical considerations. The 2024 MSRA Conference aims to delve into these dichotomies, exploring how Gen AI can drive forward our capabilities while scrutinizing the disruptions it may cause in data integrity, job roles, and privacy.

Simultaneously, the theme also captures the human generation growing under the age of Artificial Intelligence. This generation, steeped in technology from birth, interacts with AI in their everyday lives, shaping their expectations, behaviours, and values. Understanding this generational shift is crucial for researchers aiming to stay relevant in a rapidly evolving landscape. The conference will explore how these two aspects intertwine, influencing each other and driving the future of research, consumer behaviour, and market trends.

By addressing both the technological advancements and the human generational shifts, the theme "Gen AI, Disruptor or Accelerator?" captures the need to navigate these emerging trends wisely. By doing so, we can better position our industry to leverage AI's potential while understanding and adapting to the generational changes it fosters.

Objectives of the conference:
The upcoming conference, focused on " Gen AI, Disruptor or Accelerator," has been meticulously designed with the following key objectives in mind:

1. **Insightful Exploration:** To explore the dual nature of Gen AI as both a disruptor and an accelerator within the Data, Research, and Insights industry.
2. **Technological Advancements:** To showcase cutting-edge Gen AI applications that enhance research capabilities and outcomes.
3. **Ethical Considerations:** To establish ethical guidelines and best practices for integrating Gen AI into research work.

4. **Generational Insights:** To understand the behaviours, expectations, and values of the generation growing under AI influence.
5. **Collaborative Learning:** To foster a collaborative environment where industry professionals can share knowledge, experiences, and strategies regarding Gen AI and generational shifts.

Conference Sub Themes:

- **AI Integration in Research Processes:** Exploring how AI technologies are being integrated into various stages of the research process, from data collection to analysis, and their impact on the quality, accuracy, depth, and speed of insights generated.
- **Human-Centric Approach to AI Adoption:** Addressing how to maintain a human-centered approach when adopting AI technologies, ensuring that AI serves to enhance rather than replace human judgment and creativity.
- **Consumer Behaviour and the AI Generation:** Examining how the generation growing up with AI interacts with technology, brands, and services, and the implications for the Data, Research, and Insights Industry.
- **Ethics and Privacy in Gen AI Research:** Addressing the ethical considerations and privacy challenges associated with using Gen AI in the Data, Research, and Insights Industry.
- **Showcasing Gen AI Innovations:** Presenting real-world examples of cutting-edge Gen AI applications/ solutions that enhance Data, Research, and Insights capabilities and outcomes, highlighting the latest advancements and their practical implications for the industry.

To achieve the objectives of the conference, the following activities shall be undertaken:
- Plenary sessions
- Panel discussions
- Outdoor exhibitions
- Networking sessions

We are now calling for white paper presentation submissions for this 2024 conference for the plenary sessions. The deadlines for submissions are:

DUE DATE	ITEM
25th Aug 2024	Submission of synopsis white paper synopsis by speakers
25th Sept 2024	Submission of written papers for upload on the MSRA website
13th Nov 2024	Submission of presentations in PowerPoint for conference presentation

- **Synopsis:**

The deadline for submitting your summary paper (which will briefly outline your paper essayer) is set for the **25th of Aug 2024** The synopsis will be primarily used to help us ascertain your paper's purpose and scope of coverage of the topic, among others.

- **White Paper Presentation:**

A White Paper Presentation is a presentation that has been researched by a research firm or a client and whose results or process has or can be shared with the public. It can also be a best practice document from research or client. White Papers could have been previously presented in other conferences or on digital media. If a White Paper was done for or together with a client, client consent should be obtained before sharing and presenting.

- **Final paper and presentation:**

The deadline for submitting your final written paper is the **25ᵗʰ of Sept 2024** This shall be uploaded on the MSRA website after the conference.

Please do submit your finalised presentation (in PowerPoint) to **info@msra.or.ke** by the **25ᵗʰ of Oct 2023** so that we can pre-install them. Crosscheck your presentation first thing in the morning when you come in on the conference day.

- **Awards:**

There will be no awards for these presentations.

- **Conference discounts:**

All speakers for the convention will be able to attend the 1-day conference FREE. Please note that this applies to only one speaker per presentation. In cases where more than one speaker is presenting, the additional speakers will be given a 50% discount on the conference fee.

- **Requirements:**

Notification for any other requirements should be sent through before the **13ᵗʰ of November 2024**.

- **Timing and delivery:**

In fairness to the chairperson, other speakers in your session and the audience, it is essential that you rehearse your presentation to make sure it fits within the time allotted to you. The production should not exceed 20 minutes to make sure you get the room's full attention and those present benefit from asking questions. You will be cut at the end of 20 minutes, so please ensure that you complete your presentation in time. A Q&A will follow this at the end of the session.

We look forward to your participation. For any clarifications/questions, please send mail to info@msra.or.ke.

pg. 3   Website: www.msra.or.ke
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