MRSI
SHAPING TOMORROW, TODAY



Most Effective Story-Teller Award

Description:
This award is for a team/individual that brought research/insights to life for the customer. The award nominee will need to provide a case of how some research/analytics was presented to a client/peers that made it a "coming to life" experience for the target audience

The project impact data should be from the period between **January 2026 and December 2026**

Evaluation Criteria:
1. Presentation quality – written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Sustainability – is something that is here to stay
3. Complexity involved in making this happen
4. How innovative/path-breaking is the presentation style/method
5. Substantiation of effectiveness over prior method

Entities who can apply: :
1. Research Agencies
2. Client Organisations
3. Analytics Companies/Technology Companies
4. Research-based Consulting Organisations

Entry Form Sample

1	Question:	Summary of your case and relevant prior approach(es) that were followed.
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes
2	Question:	Background: Brief description of how the presentation style and approach aided the target audience (client/peers) to grasp insights.
	Type:	Text
	Character Limit:	1000
		Image: Yes
3	Question:	Considerations/Approach 1: Description of the deviation from a norm in presenting the findings and summarising the insights.
	Type:	Text
	Character Limit:	1000
		Image: Yes
4	Question:	Considerations/Approach 2: Effort and Innovation.
	Type:	Text
	Character Limit:	1000
		Image: Yes
5	Question:	Considerations/Approach 3: Client/Target Audience feedback.
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes
6	Question:	Outcome 1: What measurable metric did the change of presentation style/technique bring to light?
	Type:	Text
	Character Limit:	1000
		Image: Yes
7	Question:	Outcome 2: Is the 'canned'/'template' out of the window, for good?
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

Notes:

1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. Image: Yes – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. Website Link: Yes – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.