# X-Series: Metrics
## Criteria for Speaker Submissions

In order to ensure attendees of the X-Series : Metrics see the "best of the best" in Canadian Research, we have asked a panel of senior industry professionals to evaluate all speaker submissions on the below criteria. Each submission will then be given a total score based on how well they match the criteria.

The submissions with the three highest scores will then be invited to present at the conference. Good Luck!

## Speaker Credentials

1. Senior Practitioners
2. Proven Public Speakers

## Company Credentials

A leader in their Field:
*(note - co-presentations permitted)*

- leading - research company
- leading- database analytics firm
- leading- advertising/media agency
- leading- media owner or other leading media seller
- leading- marketer

## Content Qualifications

1. Original, NEW DIGITAL research/analytics/methodology

   - *(i.e. not previously publicly presented / reported; recent - dates from 2014)*

2. Canadian Digital research/analytic/methodology

3. Insights & results that the community should be aware of

4. Methodologies the community should be aware of

5. Must appeal to senior managers / practitioners of IAB members. Includes agencies, marketers, media sellers, research/analytics providers.

6. Must go beyond reach/time-spent metrics found in CMUST:

   - (i.e. interaction/engagement with devices/content/POE, shopper journey touch points, etc)

7. HOT TOPICS: Covers one of the following 'hot topics'

   - CROSS MEDIA  and/or
   - VIDEO and/or
   - MOBILE and/or
   - SOCIAL media

8. Content takes precedence over SELL

9. Will make COMPLETE presentation available