

QRCA Now Accepting Applications for 2018 Qually Award

August 29, 2017 (St. Paul, Minn.) – The Qualitative Research Consultants Association (QRCA) is now accepting submissions for the Award for Excellence in Qualitative Research, commonly known as the Qually Award. The premier award of the qualitative research industry, the Qually Award is bestowed upon a person or group for their creative solutions to issues in qualitative research.

“The Award for Excellence in Qualitative Research has been the highest honor attainable for qualitative research consultants since 2011,” said Kayte Hamilton, co-chair of the Qually Award committee. “We are dedicated to continuing the legacy of the Qually while working to improve the dynamics of the application process.”

The process for applicants this year centers on a [hypothetical Request for Proposal](#) (RFP) from a QRCA client. This year the RFP is for a Chicago-based consulting firm focused on becoming an Omni-Channel marketing expert, with initial judgment for the submissions being based on creativity, relevance, methodology, logic and style/presentation. Interested applicants must submit the RFP by October 13 to be considered. The top three finalists will present their proposals at the [2018 QRCA Conference](#) beginning on January 24, 2018 in Arizona.

Finalists will be announced on November 1, 2017, and will receive a 50 percent discount on 2018 conference registration. The winner at the conference will receive a \$1,000 prize, a short bio on the QRCA website and free promotion on the QRCA website and media channels throughout the year. Winning the Qually Award is widely seen as the highest honor in the qualitative research industry.

“We are excited about the intense competition sure to be on display from our dedicated membership to be honored with the 2018 Qually Award,” said Tory Gentes, co-chair of the Qually Award committee, and winner of the 2017 Qually Award. “Winning the Qually Award has been one of the greatest achievements of my career in qualitative research, and I am thrilled to aid the selection process for next year.”

For any member of QRCA interested in submitting a proposal for the 2018 Qually Award, [view the Qually Award webpage](#).

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The Qualitative Research Consultants Association (QRCA) is a global association of the world's most innovative, collaborative and passionate market research professionals dedicated to maximizing the power of qualitative.