



2026 CALL FOR CONTENT & AWARD NOMINATIONS

Below is a comprehensive list of our upcoming call for entries. Click on the links to learn more and send in your work.

ENTITY	ENTRY PERIOD	DATE OF EVENT	ABOUT
 ERWIN EPHRON DEMYSTIFICATION AWARD	ONGOING	MAR. 18	This lifetime achievement award honors industry leaders who make complex subjects accessible and understandable.
 ANALYTICS & FORECASTING 2026	APR. 1-MAY 15	SEPT. 14-15	An ARF/MSI co-produced event, convening academic and industry leaders.
 2026 ARF DAVID OGILVY AWARDS	MAR. 10-MAY 22	OCT. 14	Honoring the power of research and consumer insights behind successful creative. Submit your best work to be considered for Gold, Silver, or Bronze in over 20 categories.
Marketing Effectiveness Accelerator 2026	APR. 15-MAY 30	NOV. 10	The only event focused on attribution, MMM, and the science of marketing performance.
 SEQUENT ACCELERATOR AWARD	APR. 15-MAY 30	NOV. 10	This award recognizes innovative solutions that deliver meaningful brand impact and advance the discipline of marketing analytics.
 MSI at the ARF	AUG. 5-SEPT. 23	FEB. 2027	A focused event, bringing together academic and industry leaders to share and integrate perspectives about the future of marketing.
 AUDIENCE xSCIENCE 2027	SEPT. 3-OCT. 30	MAR. 2027	ARF's largest annual event focused on the most critical audience measurement issues and advancements.
Thought Leadership Opportunities	ONGOING	ONGOING	Share notable research initiatives with wider ARF membership via events or on-demand content.