

SAPOR 2026 Summer Newsletter

Hello SAPOR colleagues,

As we move into the late summer and early fall conference season, there are several exciting opportunities to engage with the SAPOR community. Whether you're preparing a conference presentation, looking for professional development opportunities, or encouraging students to participate in survey research, we hope you'll take advantage of what SAPOR has planned in the coming months.

New SAPOR Webinar Series

SAPOR is excited to launch its **first-ever webinar series** with a discussion of one of the most innovative incentive approaches currently being explored in survey and panel recruitment.

Beyond the Dollar Bill: Lessons from Physical Digital Incentives in Survey Recruitment

Representatives from NPC, NeoCurrency, and Ipsos will share their experience using physical mailers containing scannable "Reward Choice" cards that combine the visibility of mailed incentives with the flexibility and tracking capabilities of digital rewards.

Building on research and operational testing first presented in 2025, presenters will discuss lessons learned from additional deployments throughout 2026, including:

- Incentive design and implementation
- Redemption behavior and respondent engagement
- Operational efficiencies and security considerations
- Cost implications and return on investment
- Practical recommendations for future applications

Featured Speakers

- **Jamie Eichenlaub**, Senior Account Manager, Mail-Mode Survey Solutions, NPC
- **Eric Thiegs**, Head of Growth & Strategy, NeoCurrency
- **Nick Bertoni**, SVP, KnowledgePanel Operations, Ipsos

Webinar Details



September 16, 2026



12:00 PM - 1:00 PM ET



Free for SAPOR Members



\$20 for Non-Members



Registration:

<https://www.sapor.us/webinar-registration/>

Whether you work in survey research, public opinion research, market research, panel management, or data collection operations, this webinar offers a unique opportunity to hear directly from practitioners implementing and evaluating this evolving incentive model.

Conference Registration Open

Registration is also open for this year's conference.

Early Bird Registration

- In-Person: \$100
- Virtual: \$75
- Students (In-Person or Virtual): \$25

With attendees representing universities, government agencies, research organizations, and private-sector firms from across the region, the SAPOR conference offers exceptional opportunities to learn, network, and collaborate.



Register Today:

<https://www.sapor.us/registration/>

2026 Conference Abstract Submission Now Open

Planning to share your work with fellow survey and public opinion researchers? Abstract submissions are now open for the **2026 SAPOR Annual Conference**, taking place **November 5-6, 2026, in Research Triangle Park, North Carolina**. SAPOR's annual conference provides a collegial forum for researchers and practitioners from academia, government, nonprofit organizations, and private industry to exchange ideas, discuss emerging methodological challenges, and showcase innovative research

We encourage submissions on survey methodology, public opinion, data collection, analytics, qualitative research, emerging technologies, and related topics.



Conference Dates: November 5-6, 2026



Location: RTP, NC



Submit an Abstract:

<https://www.sapor.us/submissions/>

We look forward to building another outstanding conference program and hope you'll consider contributing your work.

Sponsorship Opportunities Still Available

Organizations interested in supporting SAPOR and connecting with the region's survey and public opinion research community still have an opportunity to become conference sponsors. Sponsorship packages include conference visibility, recognition throughout the year, conference registrations, and support for student participation. Higher-level sponsorships also include webinar sponsorship opportunities and student scholarship support.

For sponsorship inquiries, please contact Ilia Richey Plunkett (irichey@docusourceofnc.com) and Emily Hitchner (emily.hitchner@cpcc.edu).

Thank you for your continued support of SAPOR. We look forward to seeing many of you at the webinar this September and at the conference this November.

Kind regards,

Adam Kaderabek, MS
2026 SAPOR President

2026 James W. Prothro Student Paper Competition

SAPOR and the Odum Institute invite submissions for the **2026 James W. Prothro Student Paper Competition**. The competition recognizes excellence in student-authored social science research and will award **\$250 each to one quantitative and one qualitative paper winner**. Papers may be submitted by undergraduate or graduate students and address substantive, methodological, or theoretical topics across a range of social science disciplines.

Selected papers will also be invited for presentation at the 2026 SAPOR Conference. Submissions are due **September 30, 2026**.



Learn More / Submit:

<https://odum.unc.edu/prothro-student-paper/>