

GLOBAL RESEARCH BUSINESS NETWORK UPDATE

FOR GRBN MEMBERS' MEMBERS
– Q3 / 2015



Think BIG, think SMART!

Welcome to the Q3/2015 GRBN newsletter.

This newsletter is all about thinking BIG; whether that's in terms of building trust in our industry or exploring the opportunities China holds.

By being a member of a national association that is a GRBN member, you are also part of something big... the largest network of research businesses in the world in fact... 38 national associations and over 3500 research businesses, which generate over US\$ 25 billion in revenues.

This newsletter is also all about being SMART; whether it is through attending one of the upcoming events organised by a national association (and there are some great ones to choose from), listening in on our webinar with Ray Poynter on being a smarter researcher, learning to tell a better story as Annie Pettit suggests, or getting yourself up-to-date with new guidelines.

I hope you find this newsletter to be of interest and look forward to receiving [any comments](#) you have.

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IN THIS EDITION:

Global goes China: Be part of something BIG and get SMART

Experience China like never before. Experience more, learn more, discover more business opportunities and make new friends. Raise your profile. Strengthen your brand. [Read more here.](#)

GRBN Building Public Trust programme: Time to move!

With Research Now on-board it's time for action, so join the movement! Building (or destroying) trust is not just about data privacy, but also about the experience research participants are given. Melanie Courtright sheds some insight on the danger of not adapting to people's ever-increasing use of smart phones. [Read more here.](#)

Upcoming events: Special rates for members of GRBN member associations

Find out what events are taking place around the globe over the coming months and don't forget to check if there is a GRBN discounted rate available. [Read more here.](#)

Webinar: The Smarter Researcher Asia Pacific

On August the 27th GRBN, in association with Vision Critical, is hosting a webinar featuring Ray Poynter, on how researchers need to be smarter in today's world, with a particular focus on the changes impacting research in APAC. [Read more here.](#)

A story of Big Data

Annie Pettit tells a wonderful story about the recent MRIA Annual Conference in Toronto. [Read more here.](#)

Global Guidance: GRBN and ESOMAR Leading the Way

Following on from the first joint ESOMAR – GRBN guideline, the Online Sample Quality Guideline, which can be accessed from [here](#), we are in the process of developing the broader Guideline for Online Research. [Read more here.](#)

New GRBN Executive Management Board elected

Find out who is representing you on the board and get to know them better. [Read more here.](#)

VISIONCRITICAL®



Global goes China:
Be part of something BIG and
get SMART



CMRA

GRBN has teamed up with CMRA, the China Marketing Research Association, to offer you and your members a fantastic opportunity to not only experience the best the Chinese research industry has to offer, but to learn more about doing business, marketing and research in China, as well as to develop you business, network and explore the Chinese capital with a group of like-minded people.

GRBN is getting together a delegation to send to Beijing at the end of October. The cost for basic package is US\$ 1,350, which includes:

- A ticket to the CMRA conference and the Gala dinner
- Simultaneous translation to English during the conference
- Three nights' accommodation in a five star hotel
- Visits to three Chinese market research companies, including lunch and dinner
- One and a half days to tour some of Beijing's top tourist attractions (including tickets, transport, guide and meals)

The option also exists for additional sightseeing, include a trip to the Great Wall of China, and accompanying person packages are also available.

The table opposite shows the planned itinerary.

Limited Availability

For the Global goes China initiative to go ahead we need to have a minimum of 20 delegates, and a maximum of 50 international delegate spots are available, to be offered on a first-come first-served basis.

Click [here](#) to learn more about this unique opportunity and to secure your place.

Date	am	pm	Evening
25.10 – 26.10	Optional sightseeing: Panda House and Summer Palace, Lama Temple, Imperial College, Changling Mausoleum of The Ming Tombs, the Sacred Way, The Great Wall, Bird Nest and Water Cube (including lunch and dinner)		
27.10	Company visits: ACMR Market Research ePanel Inc. Horizon Research Consultancy Group (including lunch sponsored by ACMR)		Group dinner sponsored by GFK China
28.10	Included sightseeing: Tian'anmen Square, the Palace Museum (The Forbidden City) and the Temple of Heaven Park (including lunch and dinner)		
29.10	CMRA conference	CMRA conference	Gala dinner
30.10	CMRA conference	Included sightseeing: Nan Luo Gu Xiang (hutong culture)	Free time



Unique sponsorship opportunities available

GRBN is offering a number of unique sponsorship opportunities, so you can associate your brand with this initiative, that will help bridge the gap between China and other markets / cultures, as well as enhance collaboration and business opportunities in China.

GRBN will actively promote the initiative globally before, during and after the event, so sponsoring the initiative will help you build your brand awareness and raise your profile in the global research industry. Whether you are dipping your toe into China for the first time or want to grow your business there, this is a fantastic opportunity to stand out from your competition.

Sponsorship packages are available for as little as US\$ 3,000.

For more information and to become a sponsor please click [here](#).



GRBN Building Public Trust programme: Time to move!



We would like to thank Research Now for being the first company to agree to support this important initiative for the future success of our industry, demonstrating their commitment to both privacy and trust.

At IlleX in Atlanta in June, Melanie Courtright, EVP Global Client Services at Research Now, gave a very insightful presentation into the damage which can be done to the trust people have in our industry by delivering a poor user experience, in particular via smart phones. You can access Melanie's presentation [here](#) to see the evidence, but in conclusion Melanie argues that we need to care about this not only from a social responsibility perspective, but also from a hard-nosed value of research/data quality perspective.

If you agree and would also like to play a leading role in driving up the level of trust in our industry, please [contact us](#). In particular we are looking for companies with expertise in researching motivations and cultural differences, as well as those with expertise in international on-line communities and co-creation projects, to partner with us in this programme. If your company fits the bill and you would like to help us create a better future for our industry and the clients who rely on research, we would love to hear from you.

We have been told that the ultimate goal of this initiative, which is to significantly increase the level of trust in the market research industry, is unrealistic, but we are committed to doing our best to making a difference. In the words of Michelangelo...

"the greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark"

That must not be the legacy we leave for our industry.

Upcoming events: Special rates for members of GRBN member associations

Plenty of opportunities exist around the world over the next few months to get inspired, develop your expertise, meet old friends and make new ones, and of course develop new business opportunities.

Before booking, please check with the organising association to see if you are eligible for a special GRBN rate, which is just one of the benefits members and their members get from being part of the Global Research Business Network.

Click on the titles below for more information on the events and to register

[12th August – CASRO webinar 'Marketing: Tips, Tricks & Techniques'](#)

[12th August – CIIM 2015 Conference in Lima, Peru](#)

[20th August – MRSS local event: Putting People at the Heart of Privacy and Data Security, Singapore](#)

[25th and 26th August – ACEI Conference: RESEARCH EN TIEMPOS DEL CÓLERA in Bogota, Columbia](#)

[3rd & 4th September – Power and Passion – AMSRS 60th Anniversary Conference in Sydney, Australia](#)

[7th & 8th September - APRC National Conference in Auckland, New Zealand](#)

[15th September – MRS Conference: Best of Impact 2015 in Salford Quays, UK](#)

[16th September – MRS Conference: Luxury Research 2015 in London, UK](#)

[22nd & 23rd September – AMAI Conference: IDEAS AMAI, Mexico City, Mexico](#)

[15th October – MRSS local event: The Internet of Things – Opportunities for Marketing Research, Singapore](#)

[21st to 23rd October – CASRO 40th Annual Conference in Miami, USA](#)

[29th & 30th October - CMRA Biennial Conference 2015: Market research in the smart era in Beijing, China](#)

[29th October – MRS Conference: Customers Exposed 2015 in London, UK](#)

[29th October – ASSIRM Marketing Research Forum in Milan, Italy](#)



Online. Mobile.

Digital. Global.



Webinar: THE SMARTER RESEARCHER ASIA PACIFIC

We can all see how much the world is changing and the ever-increasing speed of change, and we can all feel the impact of this change on both our private and professional lives. **GBRN is proud to be teaming up with Vision Critical to offer a free webinar on how the researcher needs to adapt to the changes**, with a particular focus on the implications in the APAC region.

The lead presenter of the webinar will be Ray Poynter, who has recently published an eBook called the Smarter Researcher that looks at the changing landscape for insight management and market research, and provides a set of recommendations to enable market researchers and insight managers to stay relevant.

Ahead of the webinar, Ray has kindly written a piece for the GRBN newsletter on how those messages apply in an Asia Pacific context.



The APAC context for being a smarter researcher:

A guest contribution by Ray Poynter

The key challenges:

The market research and insight tools of yesterday are failing to deliver in a world where:

- *There are more brands than ever, and the brands are producing a greater number of variants than ever before. For example, in Japan Pepsi has been offered as a spicy Pepsi Red, a ginger tasting Pepsi Gold, and a cool Pepsi Ice Cucumber. Nestlé's chocolate brand KitKat is available in far more flavours in Asia than in its home markets, and faces a wider range of competitors. Diversity and speed of change create complexity and render many traditional approaches useless.*
- *Retail channels are changing as fast as the brands, with mom and pop stores being replaced with some of the most sophisticated and innovative options on the planet, including online. For example, Asia is home to three of the five largest e-commerce companies (Alibaba, JD.com, and Rakuten).*
- *Media is being consumed across multiple screens and devices, especially mobile. Half of the world's internet users are in Asia, and over half of the world's mobile phone users (and mobile internet users) are in Asia.*
- *The fragmentation of markets, channels, and systems in Asia is much greater than in North America and Europe, in terms of formats, players, options, regulations, and data streams.*

These challenges, and the others listed in the eBook, mean that market research has been struggling to cope with the increased pace and diversity of the market place.

The need for customer centricity in Asia Pacific

The eBook and webinar lists ten key steps that researchers can and should take to enhance their relevance to brands, such as finding new ways to work with Big Data, to separate the noise from the signal and to add the why to Big Data's what.

However, there is another dimension that needs to be grasped in Asia Pacific, the need to become customer centric, and there are three key reasons for this:

1. *In the past it was possible for a brand to succeed by having a better product, but today product and service parity are quickly achieved by competitors. Having a great product or a great service is now an entry requirement; it is not enough to ensure on-going success.*
2. *In the past it was possible to out-compete other brands by having better supply chains and superior logistics. Off-shoring, just-in-time delivery, advanced inventory control all helped create a competitive advantage. However, in today's market these are requirements, not market winning advantages.*
3. *Customers have changed, they are wealthier, better informed, more impatient, more spoiled, and most of all better connected. The views and comments customers share, especially via social media and messaging apps, can make or break a brand.*

The key role of today's market researchers and insight managers is to bring the voice of the customer to the decision makers, and more than that to connect the decision makers with their customers. A power-shift is happening, from companies to customers, and market researchers and insight managers are the ones who can and must ensure that it is a profitable shift.



Want to know more?

Two ways to find out more about this topic:

[Download](#) the eBook 'The Smarter Researcher'
[Sign up here](#) to the GRBN webinar with Ray Poynter & Andrew Cannon



If you wanted to learn about the latest trends impacting research, experience the latest technological innovations and network with some of the brightest and best in the sector, May and June were great months to be in North America, with a number of high quality events taking place in both Canada and the USA, including the CASRO Technology Conference in Philadelphia, MRA's Insights & Strategies Conference in San Diego, IlleX North America in Atlanta and the MRIA Annual Conference in Toronto. Annie Pettit kindly agreed to share her thoughts on the latter....

Among the many speakers who took on the concept of big data, including Luke Stringer from Twitter and Alexandra Cohn from Google, they agreed on several items. Technology doesn't necessarily mean faster and cheaper – figuring out what the right questions are takes time. And data without a researcher is of no use – it's essential to have people who understand how data works and how to interpret the findings. In addition, the speakers advocated the intense need to marry different data sources. Focusing on only one dataset or another, whether it's big data or a survey dataset, simply means that we've ignored a different set of essential insights.

During each of the keynote sessions, Liisa Sorsa, who is a visual Note-Taker, drew storyboards illustrating the key concepts of the session. As the audience took written notes, she simultaneously created masterpieces of art. You can watch as awe as she crafts three storyboards [here](#) or view all of the finished works of art [here](#).

Of course, what conference is complete without the networking and social activities. Two ping pong balls were kept in perpetual motion either over the ping pong tables or, as in my case, across the floor. And, many people rose to the challenge of a fierce game of rock, paper, scissors, lizard, spock. Mix in some salsa dancing, a Gala Awards Dinner, huge bowls of candy, and ice cream, and the end result is another fabulous MRIA event. I look forward to seeing each of you next year!



Annie Pettit, PhD is the Chief Research Officer at [Peanut Labs](#), a company that specializes in self-serve sample, surveys, and polling. She is also Vice President, Research Standards at [Research Now](#). Annie specializes in data quality, sampling, and survey design. In addition, she is the Editor in Chief of MRIA's [Vue magazine](#), a publication for Canadian marketing researchers, and Canadian chair of ISO/TC 225 - Market, opinion and social research. Annie won the 2014 ESOMAR [Excellence Award for the Best Paper](#), 2014 MRIA [Award of Outstanding Merit](#), 2013 ESOMAR [Best Methodological Paper](#), and the 2011 AMA [David K. Hardin Award](#). Annie blogs at [LoveStats](#), tweets at [@LoveStats](#), and can be reached at annie@peanutlabs.com.



Global Guidance: GRBN and ESOMAR Leading the Way

One of GRBN's key objectives is to improve global research best practice. In 2014, GRBN joined forces with ESOMAR, agreeing to produce joint guidance, ensuring that comprehensive and consistent global guidance is produced, aiding practitioners in understanding their obligations wherever they are in the world.

The first joint guidance, the Online Sample Quality Guideline, was issued earlier this year, and was warmly received by the research community. You can access that guideline [here](#). In early June, GRBN and ESOMAR released its second joint document, the draft Guideline for Online Research.

GRBN has been leading the guideline consultation with all 38 member associations that comprise the GRBN. The deadline for comments ended on Friday 10th July, and the Project Team, Co-Chaired by Peter Milla, Technical Consultant to CASRO and representing GRBN, and Reg Baker, Consultant to the ESOMAR professional Standards Committee, has begun reviewing the feedback to produce the post-consultation guidance document.

The new joint guidance will be extremely useful to practitioners conducting online research and explains how to apply some of the fundamental principles of market, social and opinion research in the context of current legal frameworks and regulatory environments around the world. The objective is to support researchers, especially those in small and medium-sized research organisations, in addressing legal, ethical and practical considerations when conducting research online. This guidance will complement the national guidance, which has been produced by a number of GRBN member associations, addressing specific domestic legal and ethical issues relating to online research.



New Executive Management Board elected

APRC, ARIA and EFAMRO have chosen the following representatives to the GRBN Executive Management Board (EMB):

APRC: Peter Harris, Elissa Molloy, Winifred Henderson

ARIA*: Diane Bowers, Kara Mitchelmore, Bruno Paro

EFAMRO: Enrique Domingo**, Debrah Harding, Jan Oostveen, Erich Wiegand** (** shared role)

* Alex Garnica will continue to be part of the GRBN team and support the ARIA members on the board.

Diane Bowers from CASRO will take on the role of Chair of the board and Debrah Harding from MRS the role of Secretary/Treasurer.

The EMB started working on July 1st, and the first telephone meeting was held in late July. Everyone was brought up to speed on the current GRBN initiatives and assigned responsibility for ensuring progress is being made towards our goals. Additionally, the representatives are to play an important role in ensuring the voice of the national associations and their members, is heard loud and clear. Please therefore do not hesitate to contact any of the board members to express your point of view or to raise any questions.

Please click [here](#) to read more about the board members and what they hope to achieve on the board.



About The GRBN

The Global Research Business Network is a not-for-profit organization founded by the APRC, ARIA and EFAMRO. The GRBN connects 38 national market, social and opinion research associations and over 3500 research businesses on five continents. More than US\$25 billion in annual research revenues (turnover) are generated by these businesses.

GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations. More information on the Global Research Business Network is available at www.grbn.org.

