



2018-03

Welcome to the first GRBN newsletter for 2018!

2018 promises to be a very exciting year, and we plan to hit the ground running with the launch of the Invest in Insights Handbook at the end of January.

As you consider your New Year resolutions, I invite you to join GRBN on our journey to co-create a brighter future for our sector, and in the meantime I wish you every success for 2018!

Andrew

Andrew Cannon, Executive Director, GRBN

## GRBN News



### Invest in Insights Handbook out January 29th – Reserve your copy today

We are excited to announce that that GRBN Invest in Insights Handbook will be launched on the 29th January. The Handbook is a guide to demonstrating the value of Insights to business, and presents a framework which Insights leaders can use to start measuring, or improve their measurement of, their ROI. The Handbook contains easy to use templates, practical examples, and tips & tricks on how to implement a ROI measurement process. You can reserve your copy from [here](#).

**INVEST IN INSIGHTS HANDBOOK - RESERVE YOUR COPY**

## GRBN News



### Hot Tip: Keep it Relevant

Many people participate in research because they want to influence business decisions and help brands and companies they like. Let them know that their opinion counts and is of value to you. The best way to do this is to let them know how their participation will help you. Let them know what decisions will be made because of the

research. Be as specific as you can. To give a best in class experience, make it personal and create a short thank-you video...

[Read this and 100 other expert tips on Participant Engagement](#)

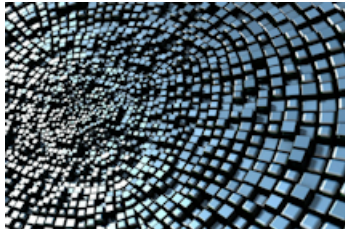


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## Featured Guest



### You Don't Just Measure Business Impact, You Build It

*By Simon Chadwick, Cambiar*

*"When Boston Consulting Group (BCG) first studied the management of consumer insights in major corporations in 2009, they developed a four-stage taxonomy to describe the developmental stage of an insights department...."* [Read More](#)

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## GRBN News



### Introduction to the Invest in Insights Handbook

Read about why the Invest in Insights Handbook is needed, the objectives being set, and why you need to care about demonstrating the value of Insights to business... [Read More](#)

## Featured Event



### New draft ESOMAR/GRBN Guidelines for Children, Young People and Vulnerable Adults - Participate in the consultation

A digital consultation process for the new ESOMAR/GRBN Guideline on Research and Data Analytics with Children, Young People and Vulnerable Individuals has been launched. To participate in the consultation ... [Read More](#)

## Featured Event



### Save the date: March 12th, London – A global perspective on Insights' ROI

GRBN is excited to announced that in cooperation with MRS, we will be running a workshop day in London on the 12th March. The workshop day will provide attendees with a deep dive into the ROI of Insights, as well as participant engagement. More details will follow in our next newsletter.



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