



2018-05

We have two major news stories this week. Firstly, the release of Invest in Insights Handbook and secondly, the launch of the ENGAGE MR program.

The Invest in Insights Handbook is aimed squarely at increasing end clients' investments in Insights. ENGAGE MR is aimed squarely at ensuring people get great experiences when they participate in research.

We believe both initiatives are critical to the future success of our sector and welcome your active participation and support in helping us achieve both aims. Don't hesitate to [reach out](#).

Andrew

Andrew Cannon, Executive Director, GRBN

## GRBN News



**GRBN launches new handbook, Invest in Insights, to enable companies to better measure the return from their investment in Insights**

**NEW YORK – January 29 2018 – [The Global Research Business Network](#) (GRBN) today announces the launch of its newest Handbook: **Invest in Insights: A Guide to Demonstrating the Value of Insights to Business**. As more and more enterprises adopt customer-centric growth strategies, Insights need to be the fuel that drives that growth... [Read more](#).**

## ACCESS THE INVEST IN INSIGHTS HANDBOOK

## GRBN News

**We welcome Dapresy as premier sponsor of the Invest in Insights Handbook**



Beth Rounds, CMO, at Dapresy, comments: *"Making an impact by creating a greater ROI is a goal we all strive for, and it makes excellent business sense. This Handbook provides clear guidance on how insights teams – and others along the value chain – can make a significant contribution to better business decisions!"*

We are excited to have Dapresy as premier sponsor of the Invest in Insights Handbook. If you are also interested in partnering with GRBN and supporting the work we are doing to grow clients' budgets, [please get in touch](#) to discuss the possibilities.



## Uncover \$1.7 million in value from increased insight

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### Featured Guest



#### ROI of Insights: The View From the Hot Seat

By Lisa Courtade, Merck

"I've never been a fan of the age old metric of dollars of research spend per person (\$/FTE). It has always harkened for me memories of Operations Management and how we assessed the efficiency of a factory worker or cost per piece produced. An analogy which commoditized the research function rather than recognized the true artesian value of this profession which is as much an art as it is science...." [Read More](#)

### Featured Guest



#### Achieving Your Goals Through Effective Insights Reporting and Delivery

By Alexander Skorka, Dapresy

"Companies nowadays have unlimited access to an ever-increasing amount of data sources, making it easier and faster for managers to base their business decisions on facts. However, this vast array of available data also poses some challenges. Today, there is a high demand for businesses to prove the success of their activities that provide insights, such as market research studies..." [Read More](#)

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### GRBN News



#### ENGAGE MR program launched

Whilst continuing to focus on raising the awareness of why Participant Engagement is so important, this year we are also going to focus on helping companies implement change. **ENGAGE MR** is our coaching program, which enables partner companies to effectively and efficiently create great research participant user experiences, which deliver strong long-term brand equity for end clients. We encourage you to find out more and get on board as places are limited..." [Read More](#)



## Featured Event



### GRBN welcomes Critical Mix, FocusVision, MarketVision and RTi Research as our first partners on the 2018 Participant Engagement Initiative

We are excited to have these three great companies sign up as the first partners on this year's Participant Engagement Initiative. In addition, Vision Critical will continue as our premier partner until the end of March. If you are interested in also partnering with GRBN and supporting the work we are doing to improve participant engagement, [please get in touch](#) to discuss the possibilities.

## Featured Event



### GRBN Global Workshop Day, March 12th, London - A global perspective on Insights' ROI

GRBN is proud to be kicking off MRS Impact Week 2018 with a workshop day focused on the ROI of Insights and Participant Engagement. The day promises to be both inspiring and informational, and we are excited to have a great line-up of speakers and panelists for the event. [Find out more about the Workshop Day and take advantage of the early bird offer here.](#)

## Featured Event



### GRBN Panel: How Participant Engagement Will Determine How the Sample Business Looks in 2020

We are excited to be hosting a great panel on participant engagement at SampleCon 2018. The panel will take place on the 8th February at 1.15pm and will feature Bonnie Breslauer (ActiveMeasure), Baillie Buchanan (Research For Good), JD Deitch (P2Sample) and Andreas Wech (Netquest). The panel will discuss the future... [Read More](#)

