

GLOBAL INSIGHTS

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GRBN NEWS



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GRBN News



Message from the Incoming EMB Chair, Elissa Molloy

In February 2018 Diane Bowers announced that she was stepping down as Chair of the Global Research Business Network (GRBN) Executive Management Board. Diane is a founding member of GRBN, and a long-term champion of global research associations working together to promote the research and insights industry; an industry for which she has been a fearless advocate... [Read more](#)



Webinar Series
**Insight-driven businesses
are pulling ahead of the pack**

Learn their approach

VISIONCRITICAL

Featured Guest



Measuring ROI: Enabling Insights to be the foundation of customer centricity

By Jane Frost, MRS

*"The MRS Delphi Group is the Market Research Society's (MRS) 'think tank' which delivers valuable insight across a range of vital business, social and political issues. In 2016 the MRS Delphi Group [issued a report](#) on the characteristics of insight-driven organisations and **created a framework enabling organisations to benchmark their teams** against these characteristics."* [Read More](#)

ACCESS THE INVEST IN INSIGHTS HANDBOOK

Featured Guest



GRBN International Workshop Day Review

By Kevin Menk, Strategic Resource Partners

"I was fortunate to have the opportunity attend the GRBN International Workshop Day, which kicked off MRS Impact Week, and was asked to share my thoughts on the day. Overall, I thought that a lot of ground was covered during the sessions, and I found the day to be both engaging and productive..." [Read More](#)



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GRBN News



Australia adopts MRS Fair Data scheme

The Australian Market & Social Research Society (AMSRS) – the professional association for market and social research in Australia – has partnered with MRS to introduce the Fair Data accreditation to its members and the wider Australian market... [Read More](#)

Featured Event



ROI - A Global Perspective on Insights ROI

GRBN and AMSRS are partnering together to run workshops in Melbourne (27th March) and Sydney (5th April) on the ROI and business impact of Insights. GRBN would like to thank Vision Critical for sponsoring the workshops... [Read more](#)

Featured Event



Joint Insights Association / GRBN webinar – Demonstrating the business value of Insights – March 29th

Hear Lisa Courtade (Merck), Simon Chadwick (Cambiar) and Andrew Cannon (GRBN) being interviewed by Beth Rounds(Dapresy) on the art and science of measuring the ROI of Insights in this **free webinar for members of Insights Association and other GRBN affiliated associations.**

Insights Association members can sign up for the webinar [here](#).

Members of other GRBN affiliated associations can sign up [here](#).

