

# GLOBAL INSIGHTS

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GRBN NEWS



2018-13

## GRBN News



### ROI measurement: A good way for agencies to become trusted advisors

The BCG / GRBN ROI of Insights study explored the role agencies can play to support end clients with measuring their ROI. The research indicates that there is both an opportunity and a threat to agencies with respect to ROI measurement. The key findings from the research are... [Read more](#)

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

Learn their approach

VISIONCRITICAL

## Featured Guest



### Tracker research in peril: Is there light at the end of the tunnel?

**By Roddy Knowles, Research Now SSI**

*"Why is so much tracker research languishing – and what can be done about it? Integrating survey data with data from various sources can bring trackers back to life..."* [Read More](#)



## ACCESS THE INVEST IN INSIGHTS HANDBOOK

### Featured Guest



**Calling for Nominations for this year's Ginny Valentine Awards for bravery in Market Research**

*By Fiona Blades & John Griffiths, founders*

"Every year researchers nominated for bravery in the course of their work win awards around the world. Could you be one of them? Ginny Valentine bravery award nominations are open..." [Read More](#)

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### GRBN News



#### EU GDPR Enforcement: Less Than 60 Days To Go

With the General Data Protection Regulation (GDPR) coming into force in the EU in less than 60 days, we would like to remind you about two great recorded webinars by **Dr Michelle Goddard, Director of Policy & Communication, EFAMRO**: [EU Data Protection Reforms: Ten Things to Know](#) and [EU Data Protection Reforms: Practical Compliance Steps](#). We strongly recommend that you check them out if you have not already done so.

### GRBN News



#### Trust Mark Online Directory Helps Companies Mitigate Data Breaches And Avoid Fines of Up To \$1.7 Million

The Association of Market and Social Research Organisations (AMSRO) has launched an [online directory](#) for its Trust Mark in the wake of a significant amendment to the Privacy Act regarding data breaches... [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](#).

