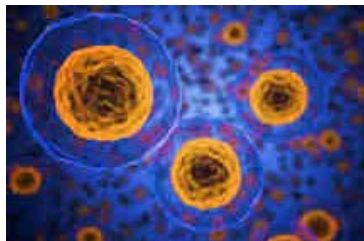




2018-27

## GRBN News



### EphMRA becomes the first GRBN Associate Member

**NEW YORK – July 3rd 2018 –** [The Global Research Business Network](#) (GRBN) and [EphMRA](#), the global association of pharmaceutical and healthcare researchers and insights professionals, today announce that EphMRA has joined the Global Research Business Network as the first Associate Member...[Read more](#).

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## Featured Guest



### The Fear and Hope of Measuring the ROI of Insights - Why CI Must Begin to Measure and Report ROI?

**Dave Rothstein, RTi Research**

*"There is a hard truth for insights departments not measuring the ROI of the insights they produce: fewer and fewer C-suite executives are willing to continue investing in a function whose return on that investment is not being measured and communicated. And, at the same time, competition for budget within organizations is increasing..." [Read More](#)*



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## Featured Guest



### A Course Correction for Conjoint Analysis - An Exploration on the Inclusion of Mobile Audiences and Its Impact on Insights.

**By Lisa Wilding-Brown, Innovate MR**

*"For several months, I've been part of an effort spearheaded by GRBN to address the participant experience – to ensure that not only is it a pleasant and inviting experience, but that more people are enticed to participate. One of the areas that stands out the most when you look at the experience of survey participants is mobile. Surveys that look like this..." [Read More](#)*

## Featured Event



### Free Webinar: A Course Correction for Conjoint Analysis in a Mobile World

In a special webinar presentation, Lisa Wilding-Brown from InnovateMR is joined by Andrew Cannon, GRBN, Bob Graff, MarketVision Research, Michael Sanfelippo, Critical Mix, and David Lau, Mindbody to discuss how a conjoint design can be integrated successfully into a mobile methodology.

Topics will include: 1) The growth of mobile survey participation in contrast to representation, 2) How survey platforms are improving but multi-platform designs remain too few, 3) Why sample representation and sourcing needs greater transparency, 4) Revising discrete choice and mobile participation, 5) The impact of the mobile shift on the overall participant experience. [Register here](#)

## Featured Event



### **ABEP Congress Overview from Brazil: There are no more certainties, only points of convergence**

In a society undergoing intense transformations, we no longer seek certainties, only points of convergence that may signal the future. This objective was fully achieved by the 8th Brazilian Congress of Market, Opinion and Media Research. The biennial event organized by ABEP: Brazilian Association of Research Companies in São Paulo, June 11th and 12th, joined some 400 research, marketing and communication professionals... [Read More](#)



GRBN, 170 North Country Road, suite 4, Port Jefferson, New York, NY 11777 USA, United States

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