



GRBN NEWS

Informative. Inspiring.



Welcome to GRBN News

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GRBN News



Participant Engagement: From Data Points to People – NEXT Conference Panel Review

At the Insights Association's NEXT Conference in New York last week our distinguished panel of experts from Critical Mix, M3 Global Research, MarketVision, Netquest and Vision Critical shared provocative thoughts and concrete advice with a packed audience on what needs to be done to improve UX and increase participant engagement.... [Read more](#)

Featured Guests



Why Customer Experience Matters in Market Research

By Catherine Rogers, Vision Critical

Advances in technology are radically altering customer expectations, and decision makers at the highest levels are struggling to keep up, let alone make genuinely customer-led decisions. This phenomenon has created an extraordinary opportunity for researchers... [Read more](#)



Featured Guests



Why Most Respondents Don't Like Participating In Research (And What We Can Do About It)

By Lenny Murphy, GreenBook

"The newly released GRIT CPR (Consumer Participation in Research) study showed that the majority of the people who have willingly given up their time, often for little or no reward, are dissatisfied with the their experience participating in research..." [Download the report](#)

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Participant Engagement Initiative - Research-on-Research

The partners in the Participant Engagement Initiative used the opportunity of being in New York for the NEXT Conference to meet up and discuss the two upcoming research-on-research projects, and the workgroups are now in the process of finalizing the plans.... [Read more](#)

APRC / Asia Pacific



GRBN Goes China: Leveraging the Big Data Opportunity

Welcome to China! Welcome to the 2017 CMRA Biennial Conference and to visiting some leading companies in China. The conference will be held in Beijing at the end of October and GRBN is getting together a delegation to not only participate in the Conference... [Read more](#)

Learn Something New



EU Data Protection Reforms: Practical Compliance Steps - EFAMRO Webinar

This free EFAMRO Data Protection webinar provides research business leaders with practical steps to comply to the new EU Data Protection Regulation.

**Access
for Free**

Featured Event



This was WHAT 17

On April 25-26th, Wakoopa hosted the first edition of WHAT Conference. It was one-and-a-half days full of behavioral data, as 150 leaders in the field of behavioral data and market research gathered in Amsterdam to attend the hands-on workshop, hear inspiring talks, and connect with other data enthusiasts... [Read more](#)

