

# GLOBAL INSIGHTS

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GRBN NEWS



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## GRBN News

How Trusted Are Market Research Companies?



### Trust Report Card for the MR Industry: We Must Try Harder

That we must try harder is the key take-away from the GRBN 2018 Trust Survey. On average across the eight countries we looked at, only one-in-four of the people we surveyed said that they trust market research companies. This is simply not good enough if we expect people to willingly participate in research... [Read more](#)

## GRBN News



### But Does Low Trust Matter?

We would argue that it matters a great deal in three key areas: 1) Data Quality, 2) Brand Equity, 3) Credibility among Decision-makers. If these three reasons will not get our heads out of the sands nothing will, but let's look at them more carefully... [Read more](#)



Become a Participant  
Engagement  
Champion. Join the  
ENGAGE MR program

## GRBN News



### Building Public Trust - What Are We Doing About It?

GRBN is taking the lead on building trust with the general public. We have put in place a Charter to which the regional federations, as well as a number of the leading associations across the globe have signed up. We are putting in place an action plan to build trust and are looking for your support and/or active participation... [Read more](#)

## GRBN News



### Many Congratulations To Our First Participant Engagement Champions

We would like to take this opportunity to celebrate our first Participant Engagement Champions, who have successfully completed the ENGAGE MR coaching program. Over the last 8 months, champions from Chadwick Martin Bailey, Innovate MR, Kantar Health, MarketVision Research, RTi Research, The Stevenson Company and Synchrony, have worked together with GRBN to put in place objectives for improving participant engagement and crafted plans to achieve those goals... [Read more](#)

## GRBN News



### ENGAGE MR Coaching Program – Come on board!

We are excited to have Critical Mix as the first company to officially sign up to the 2nd round of the program, so a big thank you goes out to the senior management at Critical Mix for their vision and their support. Please [get in touch](#) if you would like to join Critical Mix in the program. We will help you create great research participant user experiences which both improve the quality of your data and drive up brand equity.

## GRBN News



### Building Public Trust - What Are We Doing About It?

The GRBN Executive Management Board (EMB) met in Berlin in September. The EMB confirmed that the GRBN mission remains unchanged:

**GRBN's mission is to promote and advance the business of research across the globe through developing and supporting national research associations and implementing global industry-wide initiatives.**

The Board laid out the strategy for 2019... [Read more](#)





## GRBN to Issue the GRBN Global Top 25 Report

We are excited to inform you that GRBN is partnering with Diane Bowers to produce this year's Global Top 25 Report. The report is currently under production and will be issued mid-November... [Read more](#)

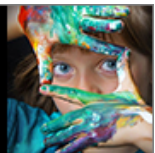
## ACCESS THE INVEST IN INSIGHTS HANDBOOK

### Featured Event

Elevating  
the  
Insights  
Function

### CEO Summit Makes International Debut

We had a room full of corporate researchers at CRC in Orlando last week listen to our panel discuss what needs to be done to elevate the Insights function. A big thank you goes out to Kelly Bowers, Paula Brant, Jackie Chan and Lisa Courtade for sharing their wisdom, and to Simon Chadwick and Dave Rothstein for expertly guiding the discussion. You can [read Jeffrey Henning's excellent blogpost on the panel session here](#).





## Featured Event



### INSIGHTS LEADERSHIP CONFERENCE

November 5-7, 2018 in San Diego

[Find out more and register](#)



### APRC CONFERENCE

November 15-17, 2018 in Taipei

[Find out more and register](#)



### Project Management Webinar Series – Part 2

#### Strategies to Improve Respondent Engagement

November 27, 2-3pm EST, online webinar

[Find out more and register](#)

## Company News - Sponsored Content



### Vote Now To Help Market Research Change the World!

Kantar Health's recently published white paper, "*Navigating the Regulatory and Compliance Landscape of Patient Centric Research*", delivers recommendations for gathering and analyzing patient insights effectively and, in adherence to regulatory and compliance requirements, when conducting a patient study... [Read more](#)

