



July 2019

GRBN News



Giving the Cobbler's Children Some Shoes

The saying goes that the cobbler's children have no shoes. In some ways this is a rather fitting analogy for today's Insights functions: Whilst they are experts in measurement, very few Insights functions currently measure their own impact on the business in a systematic, quantifiable manner.... [Read more](#)

How do you demonstrate the ROI of insights?

GRBN News



New Research to Shine a Light on Building the Business Impact of Insights

One of GRBN's key objectives is to grow the amount of money invested in Insights across the globe. The [GRBN Invest in Insights Handbook](#), the first edition of which was launched in early 2018, is an invaluable resource for Insights leaders looking to defend and ultimately grow their budgets... [Read more](#)



ARIA / The Americas



Accelerating Growth Through Transformation of the Insights Function - How It Has Worked at AmEx & Prudential

Carol Shea - Olivetree Insights

"Information alone is no longer an adequate deliverable for Corporate Insights departments. Teams must inspire strategic, impactful organizational action with their findings. That's a tall order considering the pace of data flows and decision making today. Thanks to novel approaches to project planning, data integration, communication, organizational structure and cross-department outreach, proactive Insights teams are finding success"... [Read more](#)



APRC / Asia Pacific



Be Inspired – Upcoming AMSRS Conference Highlights

[Read what Uwana Evers, Data Scientist, Pureprofile and Melissa Gill, Managing Partner, The Behavioural Architects have to say](#)

ARIA / The Americas



Trump Administration Drops Citizenship Question from 2020 Census Following Supreme Court Defeat

The Trump Administration will no longer seek to add a citizenship question to the 2020 Census, after the Supreme Court struck down the attempt.

On July 2, 2019, according to a Department of Justice official, the Department of Commerce [officially dropped their plans](#) to add a citizenship question to the decennial headcount and any suggestion of [delaying the 2020 Census](#), in response to their [defeat at the Supreme Court](#) last week. The Insights Association had joined an [amicus brief](#) against the citizenship question in the case... [Read more](#)



‘Making sure voices are heard’: using data to build an inclusive society

The first in a new series of 30-minute podcasts from the MRS Delphi Group. Aji Ghose from Sky, Cordelia Hay, Britain Thinks, and Colin Strong, Ipsos discuss the impact that fake information online is having on customer insight, and what the research industry should do about it.... [Read more and listen to the podcast](#)

Featured Events



AMSRS Festival of Research 2019 - Incorporating 2019 APRC Conference

Sydney, Australia, August 7-9 [Find out more and register](#)



Insights Association's CEO SUMMIT EUROPE

Edinburgh, UK, September 11-13 [Find out more and register](#)

