



April 2019

GRBN News



Invest in Insights Handbook – Production of Version 2.0 Gets Green Light

To help Insights teams grow their budgets, we are excited to announce that later this year we will be issuing version 2.0 of the Invest in Insights Handbook. We would like to thank our sponsors Cambiar, Gongos, Inc. and RTi Research. Without their generosity and commitment to the critical issue of business impact, we would not be able to update this important tool for Insights leaders...[Read more](#)



GRBN News



ENGAGE Handbook 2.0 – First Sponsors Confirmed

We are excited to announce that the following companies are the first to sign up as sponsors for the updated version of the ENGAGE Handbook which we will be issuing later this year:

Gold sponsors: RTi Research, Tango Card

Silver Sponsor: Innovate MR

Bronze Sponsors: Echo MR, Live Minds, MarketVision, Opinium

We would like to thank these companies for their generosity and passion for participant engagement. If you would like to join these great companies on this critical mission for our sector, [please get in touch...](#)
[Read more about ENGAGE 2.0 here](#)

ACCESS THE INVEST IN INSIGHTS HANDBOOK

Featured Guest



Why Building Trust is Key to Driving Growth & Why We Need to Better Measure It

Tom Vannozzi – Jigsaw Research

"One of my favorite TV shows is Salvage Hunters. It's about Drew Pritchard, ace antiques hunter and his travels across the UK looking to find and buy new pieces that he can sell on. I have little interest in antiques, the bit I enjoy is when Drew eventually finds something he wants and negotiates a price with the seller. Nine times out of 10 Drew gets the price he wants..." [Read more](#)

Tom will unveil new research on brand trust measurement at NEXT 2019, June 13-14 in Chicago. [Find out more and register](#)

Featured Guest



Set Better KPIs to Improve and Score More Wins

Carol Shea - Olivetree Insights

"The advantage of handicap scores in golf is that they provide a universally understood measure of what's good and what's not. Not being a golfer myself, even I know that my husband's 10 handicap is good, but he isn't going to make the tour anytime soon. Having this measure allows my husband to identify areas for improvement and even new tools and techniques to make those improvements..." [Read more](#)



FROM DATA TO MEANINGSM



ARIA / The Americas



Privacy for America Coalition Pursues Strong Data Privacy Protections for All Americans

Insights Association a Founding Member of New Coalition Working with Congress to Support Federal Legislation to Modernize Data Privacy Protection

Top trade organizations, working with privacy policy advisors, have launched the new "Privacy for America" coalition, which will work with Congress to support enactment of groundbreaking comprehensive federal consumer data privacy and security legislation.... [Read more](#)



MRS Inclusion Report Highlights Anxiety in Research

Almost half of individuals working in market research suffer from anxiety, suggests research published by the Market Research Society (MRS) and Kantar, as MRS calls on CEOs to create more representative workplaces... [Read more](#)



MRS Launches Intelligence Capital Report

The Market Research Society (MRS) has partnered with Kantar to launch a report outlining how the Intelligence Capital™ framework can help businesses become more responsive... [Read more](#)

Featured Event



Ilex North America, Austin, USA, April 23-25

[Find out more and register](#)



NEXT 2019 - Transform Your Path to Insights: Vetted Technology. Courageous Ideas. Next-level Impact

Insights Association Conference, Chicago, USA, June 13-14

[Find out more and register](#)



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