



2017-42

We are excited to announce the launch of our handbook, **ENGAGE**, which can be accessed [from here](#). We hope you can make good use of the Handbook in our own organization. Please join us for a webinar on the 24th, where we have a fantastic panel of experts sharing their wisdom on the issue of participant engagement.

This week, we have great contributions from **Enrique Domingo, Andrew Konya, Jackie Lorch, Neil Marcus and Dave Rothstein**. Enjoy!

GRBN News



GRBN launches new handbook, ENGAGE, to help researchers deliver better experiences to research participants and greater value to clients

NEW YORK – October 16 2017 – [The Global Research Business Network](#) (GRBN) today announces the launch of its new handbook **ENGAGE: 101 tips to improve the research participant user experience... [Read More](#)**

GRBN News



Hot Tip: Think Mobile First When Designing Activities For Online Communities

Today's customers choose whether or not to participate in companies' online communities. Their feedback is invaluable, so it makes sense we solicit their input on devices most convenient for them. Increasingly, customers are reaching for their mobile devices to participate in online communities... [Read More](#)





GRBN News



Sharing Back Made Easy

Many people are participating in research out of a desire to share their opinions and our research demonstrated that sharing back data on other people's opinions is a huge motivator to participants. Tip 61 in our [ENGAGE Handbook](#) gives you tips on how to share back data with survey participants... [Read More](#)

Featured Guest



John Wanamaker – we now know which half of your ad money is wasted!

By Jackie Lorch, SSI

"In one of the most famous quotes in advertising, John Wanamaker is reputed to have said: HALF THE MONEY I SPEND ON ADVERTISING IS WASTED; THE TROUBLE IS I DON'T KNOW WHICH HALF..." [Read More](#)



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Featured Guest



Beyond Intelligence Augmentation: The Next Phase of AI & Market Research

By Andrew Konya, Remesh.ai

"Advances in artificial intelligence are set to dramatically impact market research in the short term. Specifically, narrow AI will enable the automation of individual research tasks. During this phase of Intelligence Augmentation AI will act to augment the capabilities of researches..." [Read More](#)

Featured Guest



Thoughts From The Client Side On The Importance Of Engaging Participants

Neil Marcus, AVP and research leader at MetLife, was instrumental in the GRBN's Participant Engagement Initiative. His support as a corporate partner for the research on which some of the best practices are based was invaluable. **Dave Rothstein, CEO at RTi Research**, a Gold Sponsor on the Participant Engagement Initiative, talked with Neil about the initiative and its impact... [Read More](#)



Featured Event

**Webinar: How to Win Back the Hearts and Minds of Research Participants**

In co-operation with Insights Association, on the **24th October** at 2pm ET, our panel of experts will build on the presentations at [ILC in Palm Beach](#) and [CRC in Chicago](#) to discuss the importance of the research participant user experience, and give attendees practical advice on how to improve the experiences they deliver. You can [read more about the webinar here](#) and if you are not an Insights Association members you can still [register for the webinar for free here](#).

EFAMRO / EUROPE

**Co-Regulation: The Next Big Challenge**

With the launch of the GDPR to be fully applicable in the European Union in May 2018 the research industry in Europe will take a new step to adopt the CO-REGULATION approach proposed by Regulators relative to the personal data processing of data subjects, and relevant in particular for secondary data analysis... [Read more](#)

