



March 2019

GRBN News



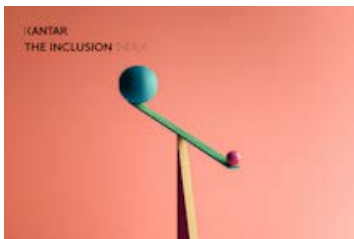
Welcome to MRX Master Chef 2020 - A recipe for success in the real-life competition to grow key accounts

Now is the time to act if you want to take the grand prize: 1-hour preparation time required

We know that most of you are currently focused on closing Q1-19, with one eye on H1-19, and maybe half a thought for H2, but we are asking you to spend one hour of your time over the next few days to kick-start 2020. We can guarantee you a strong ROI on that hour spent.. [Read more](#)



GRBN News



CHANGE FOR BETTER - Kantar And GRBN Link Up For A Global Change For The Better

In a world that has never been more aware of the fact that equal opportunities and a diverse work place leads to better business, Kantar has decided to use its expertise and experience in understanding people and behaviours to help companies address this... [Read more](#)

ACCESS THE INVEST IN INSIGHTS HANDBOOK

EFAMRO / Europe



ADM Transparency Initiative

German association launches test phase to promote research transparency within the sector

The ADM seeks to make market, opinion and social research projects more comparable. Therefore, the association's general assembly approved the roll-out of a transparency initiative at the end of last year. [Read more](#)



Featured Guest



Agencies & Corporate Researchers Discuss Respondent Engagement at SampleCon

By Phil Giubelio, RTi Research

"A core principle of the GRBN initiative is improving Respondent Engagement. At the 2019 SampleCon, a panel of agency and corporate researchers discussed this major topic of the conference..."

[Read more](#)

APRC / Asia Pacific



Speed Kills

It's important to consider 'relevant alienation factors' when deciding how much time a survey should be in field, argues Matt Balogh.

Thanks to dashboards, it seems that almost every stage of a market research project can be accelerated – from the programming through to the reporting – and without detriment to the outcome. But the exception proves the rule: [Read more](#)

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FROM DATA TO MEANINGSM



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](#)



See through the eyes of your Global Participants

RP TRANSLATE³





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