

# GLOBAL INSIGHTS

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GRBN NEWS



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## GRBN News



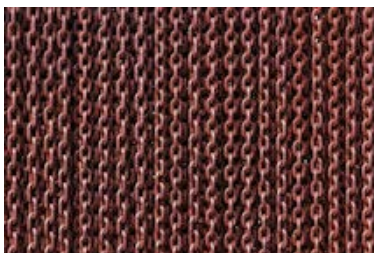
### GRBN to Launch “Invest in Insights Handbook 2.0” with Expanded Focus on Building the Business Impact of Insights

**WASHINGTON, D.C. – May 15, 2019 –** [The Global Research Business Network](#) (GRBN) today announces that work has begun on the creation of the second edition of the Invest in Insights Handbook.

Since its release, many Insights leaders have leveraged version 1.0 the Invest in Insights Handbook to measure their ROI and demonstrate their value to the business. Leaning on these experiences, version 2.0 will include new examples of Insights ROI measurement, as well as new advice on how Insights leaders can successfully implement their own ROI measurement program...[Read more](#)

## How do you demonstrate the ROI of insights?

### Featured Guest



### Is Blockchain the Missing Link to Winning Back Participant Trust?

**By Lisa Wilding-Brown, Innovate MR**

*"Participant feedback is the bedrock upon which market research is built and yet, as buzz surrounding Blockchain technology grows, the respondent's voice has been surprisingly absent from the conversation."*

*As the global landscape of data privacy rapidly evolves, the future of consumer insights will hinge on our ability to engage in meaningful and transparent dialog with participants. Based on results from the 2018 GRBN Trust Survey, wherein market research landed a trust rating below mobile phone operators and search engines, there is clearly much work to be done..." [Read more](#)*

Lisa, together with GRBN's Andrew Cannon, will be sharing additional learnings from their research on Blockchain at Insights Association's NEXT conference taking place in Chicago in June. We hope to see you there! [Find out more and register](#)



## GRBN News



### GRBN Updates its Global Market Research Events Calendar

The GRBN global events calendar is an excel document containing information on market research and insights events across the globe. Many thanks to GRBN Board Member Alan Grabowsky for curating this valuable resource... [Access the calendar from here](#)  
[Read more](#)



## EFAMRO / Europe



### GDPR Research Code Update

**Michelle Goddard, EFAMRO**

*"Almost one year on from the implementation of the General Data Protection Regulation (GDPR), regulatory authorities across the EU, have turned their attention to the promotion of Codes of Conduct, new sector-driven GDPR accountability tools.*

*EFAMRO and ESOMAR, working together with national associations across the EU, support the focus on this initiative. We are drafting a new Code, to help us maintain public trust in the research and analytics sector and assist research organisations in their compliance efforts..." [Read more](#)*



## EFAMRO Appoints New President

The European Research Federation (EFAMRO) has appointed Bernd Wachter, chief executive of Psyma Group AG, as its new president. He takes over from Andrew Cannon, executive director at Global Research Business Network (GRBN), after seven years in the role.... [Read more](#)



FROM DATA TO MEANING<sup>SM</sup>



## Featured Event



**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](#)



**AMSRS Festival of Research 2019 - Incorporating 2019 APRC Conference**

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

