

# GLOBAL INSIGHTS

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GRBN NEWS



GLOBAL RESEARCH  
BUSINESS NETWORK  
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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](#)

**How do you demonstrate the ROI of insights?**

## 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](#)

Become a Participant Engagement Champion. Join the ENGAGE MR program

### 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](#)



### 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 MEANING<sup>SM</sup>

### 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 TRANSLATE



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