

# GLOBAL INSIGHTS

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GRBN NEWS



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Welcome to the first issue of the GRBN Global Insights Newsletter for 2019.

Let's make this year the best we can for clients and participants alike, as well as for everyone who works in our great industry. We've included in this newsletter three of our most popular featured guest posts from 2018, which hopefully inspire you for 2019.

January 2019

## GRBN News



### Make 2019 the Year of the Participant

We still have room for a couple more Participant Engagement Champions in the next round of the ENGAGE MR Coaching Program. If you care about participants and want to enhance both your skills and your reputation, then why not grab one of the remaining spots?

[Find out more here.](#)



Become a Participant  
Engagement  
Champion. Join the  
ENGAGE MR program



## ROI of Insights Workshops – Two New Workshops Available for 2019

GRBN, in partnership with Cambiar, is adding two new workshops to its offering for 2019. For end clients, we have added a workshop for those who don't have time to affect a major change process, but still want to reap the benefits of improving the real and perceived value of Insights.

For agencies, we have added a new workshop which enables client-facing staff to develop their trusted advisor status by helping their clients measure, demonstrate and build business impact. Find out more about our workshops for [end clients](#) and [agencies](#).

How do you demonstrate the ROI of insights?



## EphMRA MR Excellence Awards 2019: Submission Deadline 28 February 2019

EphMRA takes this opportunity to learn more about excellence and best practice and these Awards enable you to showcase your expertise in healthcare MR. Details about our three Awards are outlined here: [https://www.ephmra.org/about-us/awards/excellence-in-mr-awards/...](https://www.ephmra.org/about-us/awards/excellence-in-mr-awards/) [Read more](#)



## European Agency Managers Are Very Optimistic Regarding Their Businesses

The optimism of European research business managers is continuing and on a very high level. Managers are less optimistic regarding the overall domestic market. Results of the recent EFAMRO Moodindicator, conducted biannually... [Read more](#)

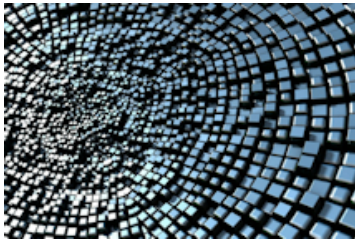


## ROI of Insights: The View From the Hot Seat

**By Lisa Courtade, Merck**

*"I've never been a fan of the age old metric of dollars of research spend per person (\$/FTE). It has always harkened for me memories of Operations Management and how we assessed the efficiency of a factory worker or cost per piece produced. An analogy which commoditized the research function rather than recognized the true artesian value of this profession which is as much an art as it is science...."* [Read More](#)

## Featured Guest



### Measuring the ROI of Customer Insight

**By Simon Chadwick, Cambiar**

*“When Boston Consulting Group (BCG) first studied the management of consumer insights in major corporations in 2009, they developed a four-stage taxonomy to describe the developmental stage of an insights department....”* [Read More](#)

## ACCESS THE INVEST IN INSIGHTS HANDBOOK

## Featured Guest



### Diagnosing Challenges Facing Market Research

### Diagnosing Challenges Facing Market Research

**By Walker Lewis, Critical Mix**

*“We’ve heard apocalyptic claims seemingly forever, yet as an industry we’re still alive, kicking, and growing! The future of our industry appears to face challenges that fall into two categories: external and internal. Distinguishing between the two helps answer the question about what’s really going on...”* [Read More](#)

## APRC / Asia Pacific



### Helping measure progress in achieving the 2030 Sustainable Development Goals around the world

The Association of Market and Social Research Organisations (AMSRO) today applauded the Australian Competition and Consumer Commission’s (ACCC) preliminary Digital Platforms Inquiry report and proposals to further protect the privacy of individuals across the digital landscape.... [Read more](#)



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





**Better Data Means Better Business Decisions: Tips for Engaging Your Participants and Achieving High Quality Data**

A joint FocusVision-GRBN webinar on January 24th 11am ET.

[Find out more and register.](#)



**SampleCon 2019**

We are excited to be speaking about Participant Engagement at SampleCon next February. Hope to see you there!

[Find out more and register.](#)



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