



In this issue we set out to bust some myths around participant engagement. Let us know how we do?

February 2019

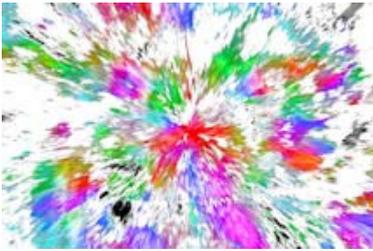
## GRBN News



### Myth Buster 1 – Myth: Clients Don't Care About Participant Engagement. Busted: Actually, Many Of Them Do

When we talk to agency leaders about why they do not want to invest in participant engagement, the overwhelming reason given is that end clients just don't care. As part of our preparations for the SampleCon panel we ran last week on 'Agency and End Client Perceptions on Participant Engagement, we decided to investigate and interviewed 10 end clients about this topic. [Read more](#)





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

One thing that became very clear during our discussions with end clients was that they have a high degree of trust in the agencies they work with. This trust is of course a very good thing.

What surprised us was that this trust extended to trust that the agencies are taking care of participant engagement. This trust is not such a good thing. [Read more](#)

## How do you demonstrate the ROI of insights?



### Myth Buster 3 – Myth: End Clients Can't Do Anything About Participant Engagement. Busted: Yes They Can, With Our Help

Whilst the agencies have to take practical day-to-day responsibility for participant engagement, the end clients need to take overall responsibility. At the end of the day, it is their customers and potential customers being surveyed. It is their data and their insights, which are either suffering or benefiting. But end clients need help in taking this responsibility, and GRBN is providing that help. [Read more](#)



### What Researchers Need To Know About The Revolution of Consumer Insights

**By Zoe Dowling, FocusVision**

*"Research allows us to explore people's lives: how they live, their routines, their likes, and dislikes, their attitudes and opinions, their beliefs. In today's rapidly changing world, understanding people and uncovering their truths, has never been more central to business in meeting their customers' needs....."* [Read More](#)



### 8 Essential Tips For CEOs in 2019

**By Jamin Brazil**

"All CEOs face significant challenges regardless of their tenure in the post. As the market evolves, so too does our objectives along w/our methodology. Here are some tips to remember if you're a CEO or someone responsible for a product or book of business..." [Read More](#)

## ACCESS THE INVEST IN INSIGHTS HANDBOOK

### Featured Guest



#### Diagnosing Challenges Facing Market Research

*By Carol Shea, Olivetree Insights*

"Do you sometimes feel like you are pulled in too many directions to really accomplish what you are passionate about? How long has it been since your Insights team reviewed and refreshed its vision and goals? If you are seeing any of the following issues, the answer might be too long..." [Read More](#)



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



### Featured Event



#### IMPACT 2019 - Augmented Insights for Future Growth

MRS Conference, London, UK, March 12-13

[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](#)



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