



December 2019

As we come to the end of the decade it is a time for reflection and thanks. It has been a busy, but I think overall a successful year in terms of what GRBN has achieved.

We have made significant progress on our business impact initiative and have launched several new initiatives including the [Global Research Heroes](#), [Global Events Calendar](#) and the [Global Speakers Database](#).

I am extremely grateful to all the wonderful people who have supported GRBN this year, and I would especially like to thank our sponsors, without whose generous support we would not be able to carry out our mission. [Read more...](#)

May also I take this opportunity to wish all our readers a peaceful and joy-filled holiday season.

Andrew

GRBN News



GRBN Launches Global Speakers Database

Connecting event organizers with expert speakers

WASHINGTON – December 16, 2019 – [The Global Research Business Network](#) (GRBN) today announces the launch of the GRBN Global Speakers Database.

The database is designed to become an invaluable resource for the global market

research and insights sector and serves two key purposes:

Firstly, the GRBN Global Speakers Database is a resource for event organizers in our sector, who seek experts to speak at their events, and secondly it is an opportunity for experts desiring to speak at industry events across the globe to market themselves to event organizers. [Read more...](#)

Global Research Heroes



DEMOCRATIZING DATA AND INSIGHTS TO CREATE A BRIGHTER FUTURE

Paragon Partnerships

What was the issue?

On the 1st January 2016 UN launched Sustainable Development Goals initiative with 17 goals to transform our world. Stakeholders of this initiative had macro data, but little micro-data to help implementation with how, where, when and why. In addition, budgets limited the gathering of data and insights. This is where Paragon Partnerships came in. What if a network of bodies could power the UN SDGs with micro data and insights, gathered and analyzed, pro bono by MR industry and corporations?

[Read what was achieved and how](#)

**GLOBAL RESEARCH HEROES ARE CREATING A BETTER WORLD
NOMINATE A HERO YOU KNOW TODAY**

GRBN News



Taking your Insights Function to the Next Level

We're Here to Help

Climbing a mountain is hard. Just ask anyone who has attempted this feat. It takes a lot of preparation, and even, with the best preparation, when standing at the foot of the

mountain, it can look a daunting task. But with the right equipment, the right support team and the right mindset, it can be done.

Likewise, for Insights leaders to reach the highest level of maturity - being a source of competitive advantage to their company - its hard work. But like the successful mountain climber, Insights leaders with the right tools, the right support and the right mindset can and do get there.

In both cases, all those who made it to the top have one thing in common: They took the first step. [Read how GRBN is gearing up to help Insights leaders improve no mature their current level of maturity...](#)



Featured Guest



On Business Impact in Insights

Lisa R. Courtade

Department Head, Global Customer & Brand Insights, Merck

Quirk's recently published a sneak peek at some early results from its Q Report, a survey of corporate researchers. I generally enjoy reading this study and getting a broad picture of how organizations, across a spectrum of industries and sizes are anticipating and managing the dynamic changes impacting the profession.

I was more than a little disheartened when I read the responses to an open-ended question in the 2019 survey which asked Quirk's researchers, "What are the key metrics against which your marketing research and insight function is judged?" A large number of respondents reportedly summed it up with one word, "None."... [Read more](#)

How do you demonstrate the ROI of insights?

Featured Guest



Leading the Data Revolution

Urpi Torrado

CEO Datum Internacional

"Today, digital data gives us countless possibilities to understand our environment (both online and offline), consumer trends, journeys, competitors and audiences transforming data into strategy.

Likewise, technological development has given way to the creation of different tools that allow systematizing this data and predicting behaviors. Let us consider some examples of what is happening. According to Internet Live Stats..." [Read more](#)

GRBN News



GreenBook launches the new version of the Market Leaders Report

The U.S. Top 50 Report by Jack Honomichi, Larry Gold, and Diane Bowers relaunches as the GreenBook Market Leaders Report.

GreenBook, the market research industry's leading media company, has launched the 46th edition of the industry's top benchmarking report, under the new name of the GreenBook Market Leaders Report.

The 2019 GreenBook Market Leaders Report is a new and expanded iteration of the venerable U.S. Top 50 Report that for many years showcased the biggest full-service market research firms in the U.S... [Read more](#)

**BUY THE GRBN BUILDING BUSINESS IMPACT HANDBOOK
OR ACCESS THE EXECUTIVE SUMMARY FOR FREE**



Insights Association Names Melanie Courtright CEO

Washington, D.C., December 5, 2019 – The Insights Association has named longtime industry executive Melanie Courtright Chief Executive Officer. Melanie comes to IA from Dynata, where she served as Executive Vice President, Research Science & Data Strategy. She will take the helm of IA, the premier trade and professional association for market research and data analytics in the United States, on January 1, 2020. Melanie succeeds David Almy, who served as CEO of the Marketing Research Association (MRA) since 2010 and oversaw its merger with CASRO in 2017 to form the Insights Association... [Read more](#)

Featured Events

A UNIQUE COLLABORATIVE
EXCHANGE FOR MR
COMPANY CEOS, OWNERS
AND PRESIDENTS

The Insights Associations 2020 CEO SUMMIT

Miami, Florida, USA, January 20-22

[Find out more and register](#)



SampleCon 2020

Atlanta, Georgia USA, February 3-5

[Find out more and register](#)



MRS Conference IMPACT 2020

London, UK, March 10-11

[Find out more and register](#)

**VISIT THE GRBN GLOBAL EVENTS CALENDAR
AND DISCOVER MORE UPCOMING EVENTS**



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