



April 2020

GRBN News



## GRBN Global Trust Survey to explore impact of COVID-19

**WASHINGTON – April 9, 2020 –** [The Global Research Business Network](#) (GRBN) is partnering with ten national research associations from across the globe, as well as 13 corporate partners, to update the GRBN Global Trust Survey which was last conducted in 2018.

The research measures the level of public trust in research companies compared with a range of other organisations and sectors. This year, it will provide valuable insight into how trust in the market and social research sector, alongside others including government and media, has been affected by the COVID-19 health and economic emergency... [Read more.](#)



## “Let’s Ask” - Understanding how COVID19 will impact research initiatives

**Echo Market Research**

### What was the issue?

Uncertainty abounds right now with COVID-19. We wanted to help get some clarity for the market research industry around how people are feeling and what is the right way for us to engage with them.

Any organization that wished was allowed to ask up to three open or closed-ended questions to our participant community members and social media followers. We programmed, hosted & facilitated the collection of the replies. Afterward, we shared the results with the organization, on our website & blog.

[Read what was achieved and how](#)

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GRBN News

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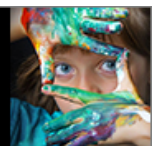
### GRBN Events Calendar Update

**Now to Include Webinars**

We are in the process of updating the GRBN Global Events Calendar to include webinars as well as Conferences. In addition to publishing association conferences and webinars on the calendar, we will also be publishing webinars from GRBN's corporate partners.

Please [get in touch](#) if you would like to become a corporate partner and have your webinars published in our calendar.

We will start adding content to the [Global Events Calendar](#) after the Easter break and hope it will become a valuable resource for the whole sector.



## Featured Guest



### Hold onto to your purpose rather than your brand ads

**Fiona Blades**  
Mesh Experience

*"Only a week ago the disaster facing CMOs was the sadness of not being able to air a new campaign that may have taken months to create. The care with which the idea had been nurtured, the negotiations to get the best talent, the budget secured from the C-suite, all were about to be lost. All that hard work, gone.*

*Marketers have now moved from grief to action over the last week as they grapple with the rapidly evolving COVID-19 crisis..." [Read more](#)*

## How do you demonstrate the ROI of insights?

ARIA / The Americas



### Association Leader Spotlight:

**Melanie Courtright**  
The Insights Association

### Three wishes for 2020

As you may have guessed, I have needed to revise my wishes during the past several weeks.

Top of mind for me now is the health and well-being of all of us. As it pertains to our industry – for our country and the entire world, really – is that our economies bounce back quickly. Insights will take on an important role in our recovery. We have been quick to advocate for the need to continue collecting data during this crisis. Only by consistent measurement can we track the shifting sentiments of consumers and identify key turning points... [Read more](#)

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## Featured Event



### Recorded Webinar:

### **The Impact of Incentives on Participant Engagement and Data Quality**

**The marketing research industry has long provided a wide variety of incentive options to survey participants. What impact do these incentives have on the participant experience?**

This webinar recording presents key findings from our research and features an expert panel discussion with Andrew Cannon (Executive Director, GRBN), Lisa Wilding-Brown (Chief Research Officer, InnovateMR), Kerry Hecht (Founder/CEO, Echo-MR), and Scotty Greenberg (Director of Marketing, Tango Card)... [Watch the webinar recording here](#)



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