

# GLOBAL INSIGHTS

Powered by  
GRBN NEWS



GLOBAL RESEARCH  
BUSINESS NETWORK  
APRO • EFAMRO • AFRA • AMRA

May 2020

GRBN News



## GRBN launches updated Participant Engagement Handbook ENGAGE 2.0

**WASHINGTON DC – May 4th 2020 – [The Global Research Business Network](#) (GRBN) today announces the launch of its revised Participant Engagement Handbook **ENGAGE 2.0 - 30 tips to improve the research participant user experience**.**

The objective of the Handbook is to help researchers deliver better experiences to research participants to both improve data quality and increase participation rates... [Read more](#).

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

## Discover Upcoming Events

### GRBN Events Calendar Update

#### Now to Include Corporate Partner Webinars

We are opening up the GRBN Global Events Calendar to include webinars from GRBN partner companies and organizations.

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

[Bookmark this page and keep abreast of upcoming webinars and conferences](#)



RTi Research  
rtiresearch.com  
1 203 324 2420

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

A banner for RTi Research featuring the company logo, contact information, the slogan "FROM DATA TO MEANING<sup>SM</sup>", and a small image of a child with colorful paint on their face.

#### APRC / Asia Pacific



### Australia's peak body for research rebrands to The Research Society

Australia's peak body for research, insights and analytics today unveils its new name – The Research Society.

The organisation formerly known as the Australian Market and Social Research Society (AMSRS), has over 2000 members and 80 company and client partners, and has been Australia's leading research and insights community for 65 years... [Read more](#)



**The  
Research  
Society**

---

## How do you demonstrate the ROI of insights?

APRC / Asia Pacific



### Association Leader Spotlight:

#### Tiina Raikko, The Research Society

#### Three wishes for 2020

My first wish would have to be for everyone's health and wellbeing. I don't know about you but I'm getting a bit over 'unprecedented' as a word to describe what's happening but this pandemic is certainly a doozy and has impacted everyone to some degree. Health and wellbeing has to be our first priority right now and it's fantastic to see how well our Members and Company and Client Partners here in Australia have responded to the crisis and adapted their processes and ways of working to take care of themselves and their people... [Read more](#)

---

ARIA / The Americas



### The Search for New Employment in Insights

#### An Insights Association Virtual Town Hall

At a recent Insights Association's Virtual Town Hall, Melanie Courtright, CEO, Insights Association, discussed this very current and important topic with Merrill Dubrow, CEO, M/A/R/C Research, Matt O'Mara, Managing Director, Cranbrook Search Consultants and Terrae Schroeder, Head of U.S. Insights, Kellogg's... [Read more](#)

---

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

Featured Event



## Time for Insights to Prove Business Impact

**A Virtual Town Hall**

**May 15th 2020**

Many corporate insights leaders are reporting that, even while working from home, they are busier and *more in demand* than ever before. Managements depend heavily on them to know and understand not only what is going on during this crisis but also *what the future will look like* and where they should be concentrating their resources.

**This may be the biggest challenge and opportunity for the Insights profession yet.**

[Sign up for the Town Hall here.](#)



ASIA  
PACIFIC  
RESEARCH  
COMMITTEE



GRBN, 1156 15th Street NW, suite 302, Washington, DC 20005, United States