



GLOBAL RESEARCH BUSINESS NETWORK

APRC • EFAMRO • ARIA • AMRA

The GRBN Participant Engagement Initiative

Call for partners – Research Agencies – 2017 01

About GRBN



The Global Research Business Network, GRBN, is a not-for-profit organization, bringing together four regional federations and 45 national market, social and opinion research associations, who represent 88% of the global industry in terms of turnover. GRBN connects over 3500 research businesses on six continents.

GRBN's mission is to promote and advance the business of research across the globe through developing and supporting national research associations and implementing global industry-wide initiatives.



Introduction

- The GRBN Participant Engagement initiative is part of the GRBN Building Public Trust programme, the objectives of which are to:
 1. Increase the level of trust in the research industry
 2. Help people identify trustworthy organisations
 3. Increase participation rates
- The goal of the programme is enable better quality data and insights to be produced more quickly and more cost-effectively



The Building Public Trust Programme

Transparency

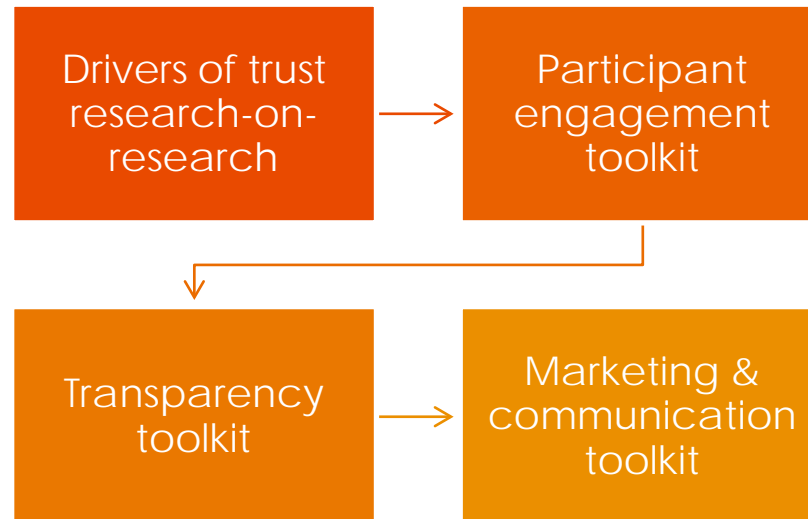
Perceived value

User Experience

You can read more about why the programme is needed [here](#)

KEY ELEMENTS IN THE GRBN BUILDING PUBLIC TRUST PROGRAMME

- In 2017 the focus will be on the GRBN Participant Engagement initiative, which focuses on how the user experience can be improved in order to increase participant rates and positive word of mouth.



The Participant Engagement Toolkit – Research Agencies

Overview of the initiative

What's the problem?	Too many people currently get a poor user experience too often when participating in research. When they do, they tend to blame the brand(s) in the survey for this and the likelihood that they will participate again in research is reduced
Where are we going?	We want to create a user experience where the participant is respected and treated fairly and given a good experience every time
Why?	We want to increase participation rates and positive word of mouth and to decrease attrition and negative word of mouth. The end result will be that clients get better insights more quickly and more cost-effectively while research businesses improve profitability
How?	We are putting workgroups in place, representing primary data collectors, research agencies and end-clients, to design and create the toolkit. Amongst other things, the toolkit will involve creating metrics-driven behavioral change throughout the process and will contain a best (and worst) practice handbook
What we need from you?	We need your active participation in a workgroup, your help in running research-on-research projects, your financial support for the initiative, your input into the handbook and your participation in the creation and dissemination of the metrics
What's in it for you?	You will enhance your reputation with clients and employees. You will understand ahead of the competition how to design research to drive participant engagement and how to create a positive impression on your clients' brands / avoid a negative impression. Your company will be actively promoted in connection to the initiative delivering a strong marketing ROI. You'll benefit from a sustainable ecosystem, in which a broader, and more willing, range of people participate for years to come



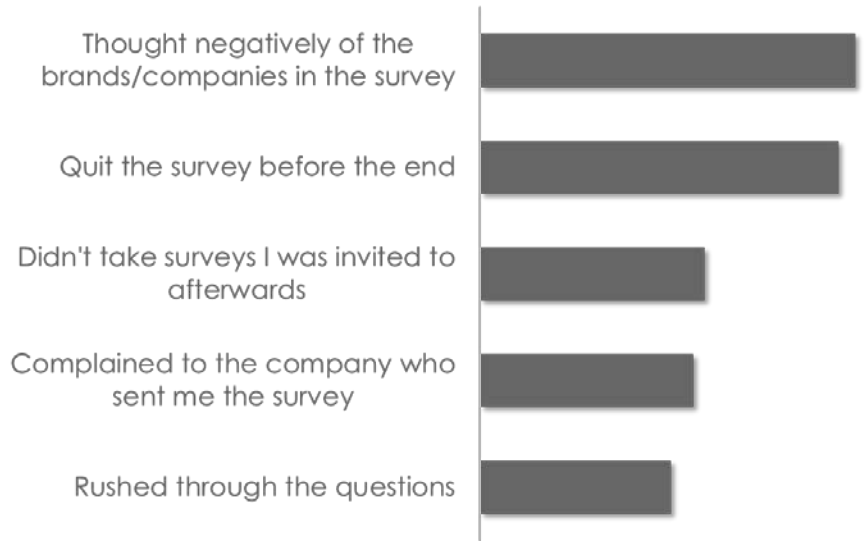
Participant Engagement
Toolkit

Driving up participant
rates by improving the
User Experience

Why the Participant Engagement Toolkit is needed?

- Many participants feel they get a poor user experience*
 - 70% say they have had a poor experience recently
- This bad experience influences both their attitudes and their behavior
 - This has an impact on both clients and research companies

What do after a bad experience



** These findings are from the US part of the GRBN's 2016 User Experience Survey in which 3000 people participated across 12 countries in September-October 2016.*

Key Elements in the Participant Engagement Toolkit

- The workgroups will be responsible for designing and creating the actual toolkit, but the toolkit is envisaged to contain at least two elements:
 - Metrics-driven behavioral change throughout the process
 - A best (and worse) practice handbook
- These are outlined overleaf



Metrics-driven behavioral change throughout the process

- Objective
 - To drive behavioral change by demonstrating the impact of a good (and bad) experience on:
 - Participants, data quality, ROI, the brand(s) in the research
- How?
 - The envisaged process is along these lines:
 - Primary data collector partners will collect metrics on how the participant rates each experience and the impact that experience has on the brand(s) in the survey
 - Primary data collectors pass this feedback to the buyer of the research along with normative data.
 - Research agency partners which buy research from primary data collectors will analyze and act upon the metrics, and pass the data onto the end clients along with recommendations for future research projects
 - End clients partners, which receive the metrics either directly from primary data collectors or indirectly from research agency partners will analyze and act upon the metrics.
 - Once enough data is collected, the aim is to be able to evaluate in advance a proposed research project's impact on both the participant and the brand(s) in the survey to order to proactively impact research before it is fielded



A best (and worse) practice handbook

- Objective
 - To provide agency-side researchers, as well as client-side researchers and users of research with a handbook containing best (and poor) practices relating to the research participant experience
- How?
 - Using the findings from the research-on-research studies conducted in this area as the base:
 - Engaging partners in the initiative in sharing best practices in the area of user experience, as well as project / process management
 - Curating that content into a handbook to be widely distributed to people working in research businesses and end-clients (buyers and influencers) across the globe
- The handbook will be produced in pdf format.
- The handbook will not be distributed until the second half of 2017, giving partners first-to-market advantage over the competition.



CALL FOR PARTNERS

- GRBN is seeking company partners to support and enable the creation of the Participant Engagement toolkit
 - Partners are sought to:
 - Join working groups
 - Primary data collectors, research agencies, end clients
 - Participate in research-on-research projects
 - Enable the production of the toolkits through financial partnerships
 - Lead the implementation of the improvement in the user experience



The Participant Engagement Working Groups

- The working groups will be responsible for the planning and creation of the toolkit
 - Initially separate working groups will be put in place to represent:
 - Clients, Research agencies and Primary data collectors
 - The focus of each working group will be on what they and their peers can do to improve the user experience
 - Once each workgroup has progressed sufficiently, they will be brought together to focus on the things they need to do together to further improve the participant experience
- There is no cost for this partnership
 - Spots on the working groups are however limited and priority is given to financial partners
- Working group members will get credit on the GRBN website, and will also get a 25% discount on GRBN newsletter / website advertising rates in 2017.



The Participant Engagement – Metrics Partners

- All partners in the initiative must be Metrics partners unless there are exceptional reasons why not
- Metrics partners will take part in the collection, analysis and dissemination of the metrics on the user experience
- There is no cost for this partnership
 - Spots on the working groups are however limited and priority is given to financial partners
- Working group members will get credit on the GRBN website, and will also get a 25% discount on GRBN newsletter / website advertising rates in 2017.



Drivers of trust – Research-on-Research Objectives

- GRBN will continue to undertake research-on-research projects in order to generate better understanding of the issues:
 - To inspire key stakeholders to change behavior
 - Research business management, researchers, end clients
 - To provide marketing opportunities for partners



Drivers of trust – Research-on-Research 2016 projects & partners

GRBN Trust Survey

GRBN User
Experience Survey

Impact of Brexit on
trust in the UK survey



Drivers of trust – Research-on-Research 2017 planned projects

- We welcome ideas from our partners on future research-on-research projects, so please get in touch with your thoughts.
- Based on input so far we are looking to run at least the following projects in 2017:

GRBN User Experience
Survey – Non-panel

GRBN Value of
Research Project

Drivers of trust – Research-on-Research 2017 Partnership Opportunities

- Partners are invited to donate resources to the research-on-research projects
- Marketing opportunities for partners include:
 - Joint presentations at major events globally
 - communications through newsletters, on-line and social media
 - Partners will be credited and able to use the research to showcase their expertise and leverage the GRBN brand in their own communications
- There is no cost for this partnership
 - Research-on-research partnerships are limited. Priority is given to financial partners
- Research-on-research partners will get credit on the GRBN website, and will also get a 25% discount on GRBN newsletter / website advertising rates in 2017.

Participant Engagement Toolkit – Financial Partnership Opportunities

- Financial partnership will enable the management and promotion of the initiative, which will ensure a strong marketing return on the investment in addition to the business return.
- Financial partners have priority with respect to workgroup and research-on-research project participation.
- Three levels of partnership are available
 - **Gold for 10 000 USD**
 - **Silver for 5 000 USD**
 - **Bronze for 3 000 USD**
- The benefits are compared on the two slides overleaf
- Financial partners will be given prominent positions in communications about the initiative.

Partnership benefits (1/2)

Comparison of partnership benefits

	Workgroup partner	Metrics partner	Research-on-research partner	Financial Partner Bronze	Financial Partner Silver	Financial Partner Gold
Investment	0 USD	0 USD	0 USD	3 000 USD	5 000 USD	10 000 USD
Thought Leadership						
- Article/video in handbook	No	No	No	No	No	Yes
- Article on GRBN website / e-newsletter	No	No	No	No	1 article	2 articles
Joint presentations at conferences (if possible)	No	No	Yes, priority	No	Yes	Yes, priority
Advertising						
- In handbook	No	No	No	No	Half-page ad	Full-page ad
- In GRBN e-newsletter	No	No	No	No	1 banner ad	2 banner ads
- On GRBN New website	No	No	No	Banner ad exposure for 1 month	Banner ad exposure for 1 month	Banner ad exposure for 3 month

Partnership benefits (2/2)

Comparison of partnership benefits

	Workgroup partner	Metrics partner	Research-on-research partner	Financial Partner Bronze	Financial Partner Silver	Financial Partner Gold
Investment	0 USD	0 USD	0 USD	3 000 USD	5 000 USD	10 000 USD
Workgroup participation	Must participate	Possibility to participate	Possibility to participate	Priority on to participation	Priority on to participation	Priority on to participation
Collection, analysis and dissemination of metrics	Must participate	Must participate	Must participate	Must participate	Must participate	Must participate
Research-on-research projects	Possibility to participate	Possibility to participate	Must participate	Priority on to participation	Priority on to participation	Priority on to participation
Logo exposure						
- In Handbook	Yes	Yes	Yes	Yes, on the back cover of the handbook	Yes, on the back cover of the handbook	Yes, on the front & back cover of the handbook
- On GRBN News website	Yes	Yes	Yes	Yes, prominent	Yes, prominent	Yes, prominent
- In communications about the initiative	Yes, about the workgroups	Yes, about the metrics	Yes, about the research-on-research	Yes, on all	Yes, on all	Yes, on all

KEY ACTIVITIES TO BE UNDERTAKEN TO PROMOTE THE INITIATIVE → ENSURING THE INITIATIVE ACHIEVES HIGH AWARENESS / DELIVERS A STRONG MARKETING ROI TO PARTNERS

Key Activities*		
Conferences	<ul style="list-style-type: none"> Offering conference organisers across the globe sessions on Participant Engagement 	For example: AMSRS / IleX/ Insights Association / MRIA / MRS....
Press releases	<ul style="list-style-type: none"> One in spring 2017 and one in fall 2017 	Supported by social media communications
Thought piece articles	<ul style="list-style-type: none"> Preparing and proposing articles for: <ul style="list-style-type: none"> Key MR trade publications GRBN News website 	At least one thought piece article to be issued a month during 2017 Supported by social media communications

** Partners are encouraged to actively communicate about the initiative through their own channels*

Overview of the programme



GLOBAL RESEARCH
BUSINESS NETWORK

The Building Public
Trust Programme

Transparency

Perceived value

User Experience

KEY OBJECTIVES OF THE GRBN BUILDING PUBLIC TRUST PROGRAMME

1.

Increase the level of trust in the research industry

2.

Help people identify trustworthy organisations

3.

Increase participation rates

THE 3 KEY STEPS TO BUILDING TRUST

1.

Improving the research participant experience

2.

Increasing transparency and the level of trust around the use of personal data

3.

Communicating the value of research to people as consumers and citizens

3 GROUPS TO IMPACT

PANELLISTS

AD-HOC PARTICIPANTS

NON-PARTICIPANTS

KEY TARGET GROUPS FOR COMMUNICATIONS

1

- General public
 - Current & potential participants
- The media

2

- Clients
 - Business decision-makers (buyers / users / influencers)
 - Corporate researchers

3

- Research businesses
 - Leaders
 - Researchers
 - Operations

KEY ACTIVITIES TO BE UNDERTAKEN TO PROMOTE THE PROGRAMME → ENSURING THE PROGRAMME ACHIEVES HIGH AWARENESS / DELIVERS A STRONG ROI

1

- (Joint) presentations at key conferences across the globe

2

- Articles in key MR trade publications

3

- Articles in other sectors' trade association publications
 - e.g. Retail / FMCG / Finance / Telecoms

4

- Regular communications via newsletters, online and social media

5

- Press releases

Why the programme is needed?



The Building Public
Trust Programme

Transparency

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WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

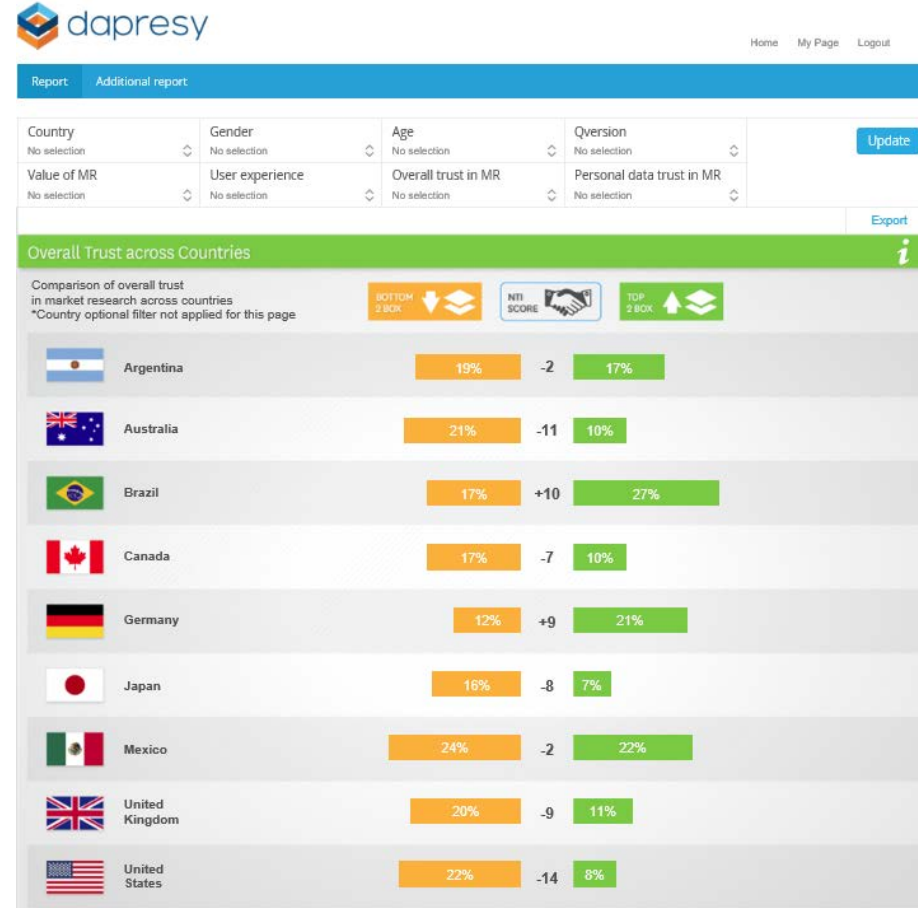
- Too few people currently trust market research companies*
- Many people do not see the collection and use of their personal data by market research companies as appropriate
- Many people do not see the value of market research
- Many participants feel they get a poor user experience when taking surveys, which negatively impacts their attitudes and their behaviour

** These findings are from GRBN's 2016 Trust Survey and 2016 User Experience Survey*

WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- Too few people currently trust market research companies
- Only 15% of participants* say they have a high level of trust in market research companies (top 2 box on a 7 point scale). This proportion drops to 8% in the USA

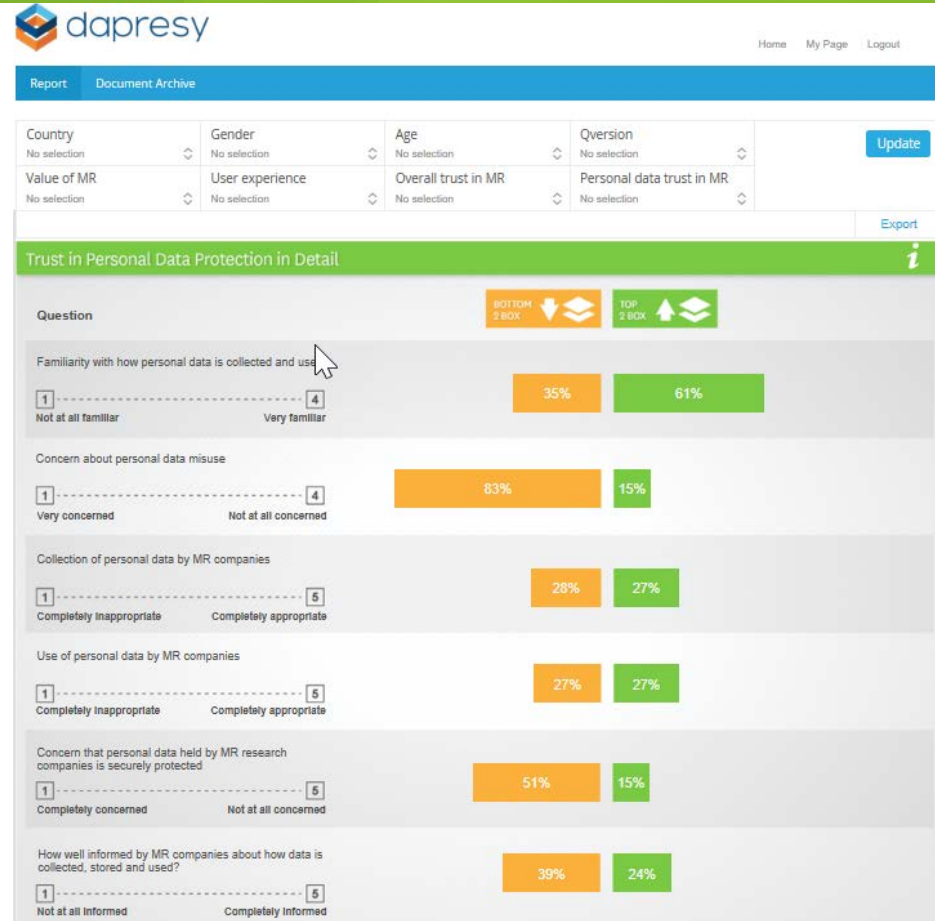
* These findings are from GRBN's 2016 Trust Survey in which 9011 people participated across 9 countries in March 2016. More findings from the survey can be found [here](#)



WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- People do not see the collection and use of their personal data by market research companies as appropriate
 - Only 27% of participants* say that it is appropriate.
 - 51% worry whether their personal data is securely protected by market research companies
 - Only 24% feel well informed about how their personal data is collected, stored and used.

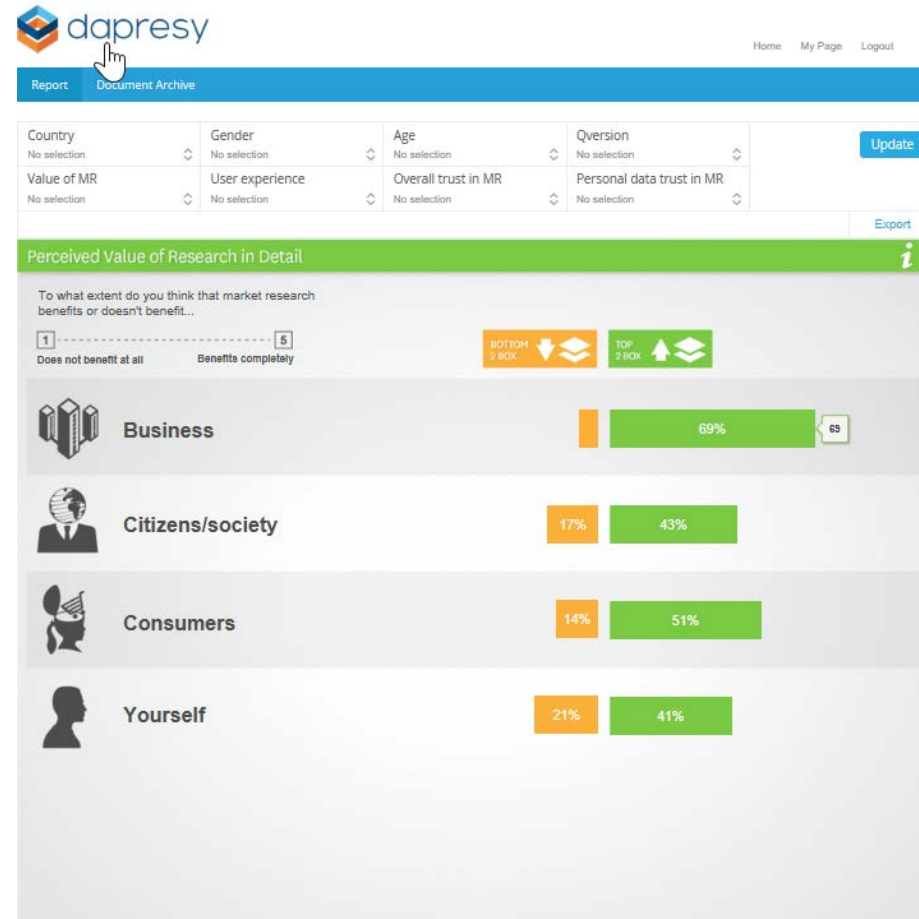
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WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- Many people do not see the value of market research
- Only 41% of participants* say that market research benefits them, whilst 69% say that it benefits business.

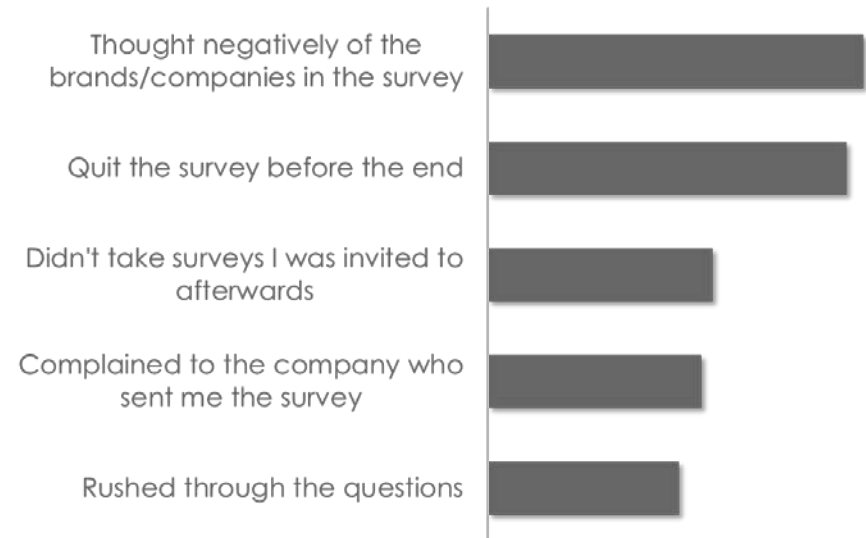
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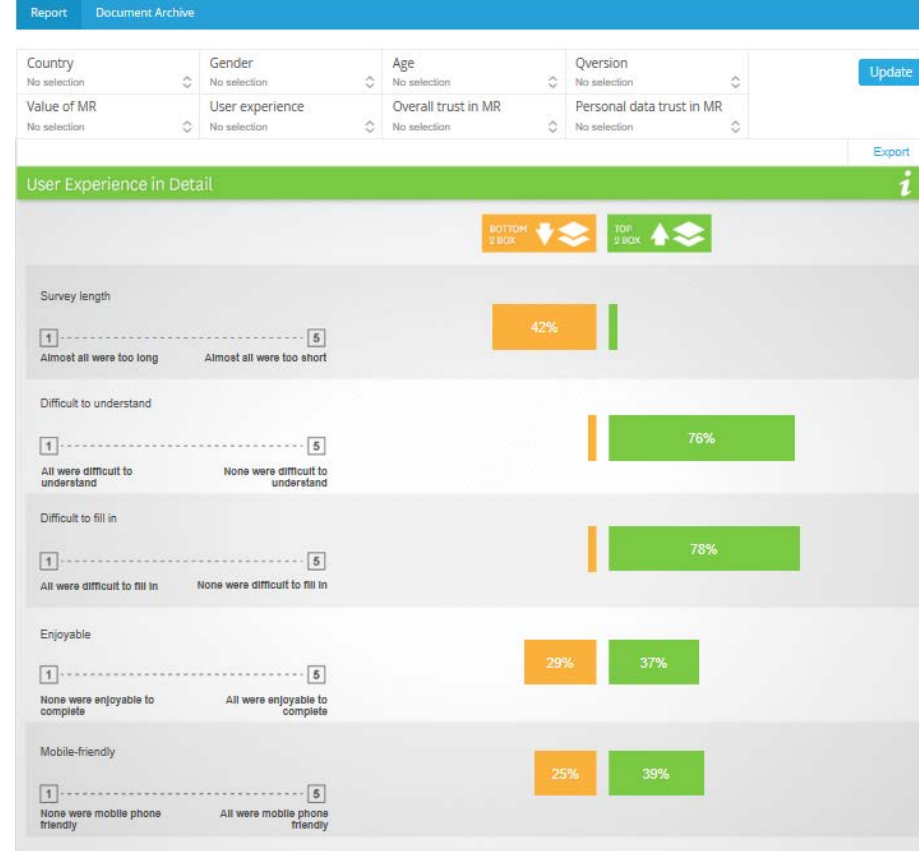
WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- Many participants do not enjoy the user experience of taking surveys
 - 29% find few of the surveys they take to be enjoyable
 - 42% find most of the surveys they take to be too long

* These findings are from GRBN's 2016 Trust Survey in which 9011 people participated across 9 countries in March 2016. More findings from the survey can be found [here](#)



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The world we want to create....

Increasing trust in research...

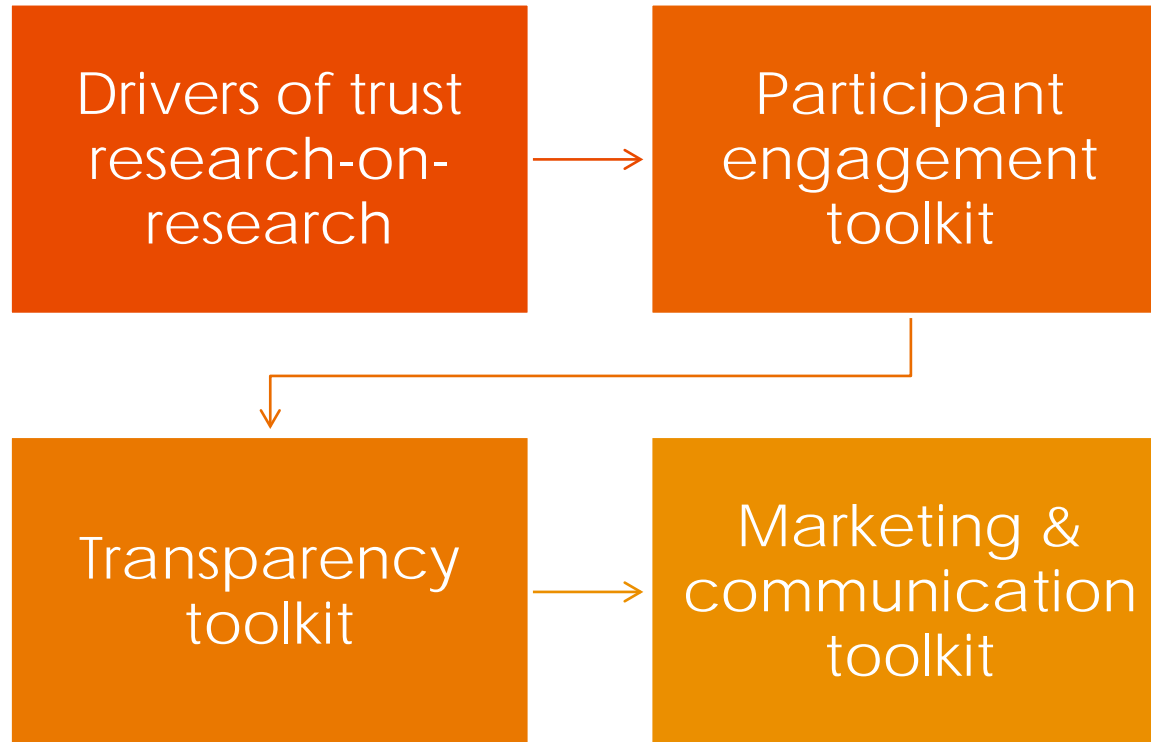
greater participation...

Research \neq social media \neq marketing.

Increased research quality... increased return on investment...



KEY ELEMENTS IN THE GRBN BUILDING PUBLIC TRUST PROGRAMME



The GRBN Building Public Trust Programme

A Time To Act...



...TOGETHER
... NOW

About GRBN

GRBN's mission is to promote and advance the business of research across the globe through developing and supporting national research associations and implementing global industry-wide initiatives.



**GLOBAL RESEARCH
BUSINESS NETWORK**
APRC • EFAMRO • ARIA • AMRA



45 national research associations representing over 3,500 research businesses on 6 continents, which generate US \$25 billion in annual research revenues



AMRA
African Market Research Association
Promoting Quality Market Research in Africa

The Global Research Business Network



AMRA became a GRBN member as of 01.09.2016. AMRA is still in the process of finalising its incorporation after which individual African associations will join GRBN as well