



AMSRS KEY LEARNING EVENT

# MISSION CRITICAL A GLOBAL PERSPECTIVE ON INSIGHT ROI

## SPONSORSHIP PROSPECTUS

### What's the event all about?

Join our mission to resolve two of the most critical issues facing our industry today:

- 🔑 ROI of Insights
- 🔑 Participant Engagement

If we are to maintain and grow budgets, we must do a better job at demonstrating the business impact of insights and measuring the ROI. Doing so, will give the Insights that coveted seat at the table. Our research shows that agencies have an important role to play in ROI measurement.

Participants are the life-blood of our sector, and fundamental to our ability to deliver a ROI on Insights. People's willingness to participate is on the decline as we continue to give them poor experiences, creating huge challenges for data quality.

Measuring the ROI of Insights is a key characteristics of an Insights department which is perceived as a strategic partner within their organization and is key to Insights getting a seat at the table. However, according to the BCG, Yale CCI and Cambiar 2015 Consumer Insights Benchmarking Study, only a third of Insights teams are actually measuring their ROI.

### **BCG / GRBN ROI of Insights Report**

The report presents the key findings from the recently conducted research undertaken by the Boston Consulting Group and GRBN on the ROI of Insights.

The report describes the state of ROI measurement in organizations today and drills down to look at measurement across business decision areas. The report explores the benefits of and the barriers to ROI measurement, and looks at the role agencies have in setting clients up for success.

## International Speaker | Facilitator: Andrew Cannon



Andrew Cannon  
Global Research Business Network - Executive Director

Andrew is passionate about the role that research businesses have to play in enabling decision makers to both make better decisions and to be more customer/citizen-centric. Andrew is also passionate about the role that national associations have to play in promoting and protecting the research industry. Andrew has more than 25 years of experience as a market research practitioner on both the agency and client sides. He currently divides his time between running a boutique research agency in Helsinki, working as Executive Director for the GRBN, and serving as President of EFAMRO, the European Federation of Market Research Organisations.

## Who the event is for?

Whilst everyone is welcome to join our mission, the day is primarily aimed at:

- 🔑 People on the client-side managing or within Insights teams
- 🔑 People on the agency-side managing or within Researcher teams

## Why you should the research community attend?

During this special event you will:

- 🔑 Discover key findings and insights from the latest research-on-research
- 🔑 Hear from clients and industry experts and have your voice heard
- 🔑 Leave with concrete list of actions you can implement in your own organisation
- 🔑 Receive the GRBN ROI from insights manual and the Participant Engagement manual

## Agenda of Event

WHEN	WHAT	WHO
🔑 07.30	Registration and Breakfast	
🔑 8.00	Welcome	
🔑 8:05 – 8:40	ROI from Insights Presentation - Research findings	Andrew Cannon
🔑 8:40 – 9:10	Panel discussion - Views from both sides	You?
🔑 9:10-9:30	Comfort Break	
🔑 9:30 – 11:00	<b><i>In depth hands on examination of ROI Manual</i></b> ROI from Insights – Setting up for success	Andrew Cannon
🔑 10:30 – 11:00	Morning Tea	
🔑 11:00– 11:30	Participant Engagement Presentation – Research finding	Andrew Cannon
🔑 11:30 - 12:00	Panel discussion – Participant Engagement	You?

## Collective Sponsorship Offer

We are offering the opportunity for corporate partners to sponsor the event.

### Branding

- 🔑 Logo on the front cover of the Australian ROI Report and Manual (available to members online and in print at the event)
- 🔑 500 word **thought piece** in the front of the ROI Report and Manual with your logo and photo
- 🔑 Logo on events website registration page
- 🔑 Logo on the event emails

### Involvement

- 🔑 2 x complimentary event registrations
- 🔑 Opportunity to sit on one of the panels
- 🔑 You can bring a banner to the event

### Investment

🔑 Melbourne Event	27 <sup>th</sup> March	\$3,300
🔑 Sydney Event	5 <sup>th</sup> April	\$3,300
🔑 Perth Event	11 <sup>th</sup> April (as part of the WA Conference)	\$2,200

If you book more than one event you will receive 10% discount on your investment.

### Timing

We believe that this event will be very popular, and there are only limited spaces on the panels, so if you would like to support this AMSRS KEY LEARNING EVENT or if you have any questions, please contact Leslea Clements at the AMSRS to lock in your involvement asap.

Kind Regards,

**Leslea Clements**

National Events & Operations Manager



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