LEARN. DEVELOP. BE GREAT.

YOUR INFO GUIDE TO UPCOMING PDP EVENTS JULY-DECEMBER 2019
The AMSRS Professional Development Program gives you so many options

The overall aim of the AMSRS Professional Development Program is to improve the standard of the research, insights and analytics industry by assisting in the development of research-related skills for both buyers and suppliers of research through professional training courses, webinars and masterclasses that are generally of short duration.

Quality and Relevance
The objectives and content of all courses, webinars and workshops have been reviewed to maximise their quality and relevance.

New webinars, courses and workshops are developed in collaboration with our professional development committee of voluntary AMSRS members who have both academic and professional qualifications. Our professional development is specific for research, insights and analytics practitioners and is delivered by subject experts in our industry. Each offering meets industry, professional and quality standards.

Interactive Learning Philosophy
The number of places in each course is limited to ensure each participant has the opportunity to actively contribute to the learning environment. Course and workshop presenters encourage questions and discussion.

We hope you find our professional development program stimulating and enjoyable. Everything we do here at the Society, we do for you – our wonderful members, colleagues, peers and friends. We look forward to catching up with you at one of our courses or events.

Our Promises

1. **Australia-wide Access**
AMSRS provides online webinars, courses and masterclasses so that our members across Australia can participate in the continuous learning opportunities we provide. Discounts are available for interstate attendees of face-to-face courses.

2. **Recorded webinars and online courses**
Most of our professional development webinars and courses are recorded and can be accessed at a later stage via our Member Centre.

3. **We Value Your Feedback**
All course participants are asked to complete an online course evaluation questionnaire.

4. **Support QPR**
Participation in all AMSRS webinars, conferences, courses and workshops will contribute to maintaining your Qualified Professional Researcher (QPR) status. To find out more about QPR and all the entry points into the scheme, visit www.amsrs.com.au/qpr

Meet the AMSRS Team

Elissa Molloy  
CEO, AMSRS

John Scott  
PD Manager, AMSRS

Leslea Clements  
National Events & Operations Manager

Julie Regan  
QPR Manager

Jane Gregory  
Professional Standards Officer

Judy Williams  
Membership Co-ordinator

Louise Jones  
Financial Officer
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<td>The Art &amp; Science of interpreting Data</td>
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AMSRS Learning Pathways

The AMSRS prides itself on providing multiple avenues for you to continue your professional development, network with peers and thought leaders to ensure you remain relevant in the current business climate.

From formal training to networking events, we cover a myriad of research topics across different skill levels.

Here is an outline of the various webinars, courses and workshops we offer to help you on your pathway to increasing your research skills.

### Career pathway for a market researcher

- Fundamentals Qual
- Fundamentals Quant
- Foundation Statistics
- Questionnaire Design
- Interviewing/Moderation Skills
- Sampling
- Data privacy/security
- Quant analysis
- Qual analysis
- Communicating research findings
- NPD research
- Ethnography
- Webnography
- Choice modelling
- Multivariate analysis
- Research implications
- Strategic business insights
- Proposal writing
- Sales/business development

### Career pathway for a qual researcher

- Fundamentals Qual
- Interviewing/Moderation Skills
- Data privacy/security
- Qual analysis
- Communicating research findings
- NPD research
- Ethnography
- Webnography
- Online qual
- Text analytics
- Research implications
- Strategic business insights
- Proposal writing
- Sales/business development
- Design Thinking
- Facilitating board discussions

GET IN CONTACT WITH US TO DISCUSS YOUR PATHWAY TODAY!
Career pathway for a quant researcher

- Fundamentals Quant
- Foundation Statistics
- Questionnaire Design
- Sampling
- Data privacy/security
- Quant analysis
- Segmentation
- CX/UX
- Pricing
- Choice modelling
- Multivariate analysis
- Data analytics
- AI/Machine Learning
- Research implications
- Strategic business insights
- Proposal writing
- Sales/business development

Career pathway for a social researcher

- Fundamentals Qual
- Fundamentals Quant
- Foundation Statistics
- Questionnaire Design
- Interviewing/Moderation Skills
- Sampling
- Data privacy/security
- Quant analysis
- Qual analysis
- Communicating research findings
- Ethnography
- Webnography
- Use of social media/secondary data
- Presenting using different formats
- Research implications
- Strategic insights
- Making a business case for research
- Tender writing
- Facilitating Board Discussions

Speciality pathways

- Structural changes in research industry
- Community panel management
- Operations
- Data privacy/security
- Mobile Research
- Use of social media/secondary data
- Presenting using different formats
- Behavioural economics
- Media mix effectiveness
- Pricing
- Information design skills
- Design Thinking
- Agile
- Data Analytics
- AI/Machine Learning
- Stakeholder management
- Measuring risk
MAIN STAGE SESSION 1  THIS IS US
Join Professor Mick Dodson AM, Professor Mark Wooden and Caz Tebbut OAM (PNG) to look closely at Australia and its neighbours. From leading treaty negotiations between Aboriginal people and the Northern Territory government to the research of HILDA into the well-being of everyone who shares this land and the multi country happiness study of all of the inhabitants of the South Pacific region.

MAIN STAGE SESSION 2  GETTING TECHY WITH IT
Hear from Barry Enderwick ex Netflix (2001–2012) on how research and data has and is shaping business and creating a culture of innovation. Where are the lessons for the future of insights from these now giants with humble beginnings?

Hosted by UK Researcher Mike Stevens, join us for a Panel discussion on how technology, AI and a thirst for fast insights has reshaped how research is being accessed for UX, CX, HCD, and Brand, which has brought a new layer of complexity to the industry.

SIDE TENT SESSION 3A  BEHAVIOURAL CHANGE
SIDE TENT SESSION 3B  DIGITAL & TECHNOLOGY
SIDE TENT SESSION 3C  TRENDS
MAIN STAGE SESSION 4  RESEARCH & MY COMMUNITY
Assoc Prof Maria Raciti, Co-leader of USC Transcultural and Indigenous Pedagogies Research Group will facilitate a panel of Aboriginal and Torres Straight Islander people discussing the embedding of Indigenous knowledges and perspectives in research, business, science and innovation.

Nicholas Gruen will look at transitioning to evidence-based practice that would institutionalise a structural separation between the ‘brain’ and the ‘brawn’ within organisations to help build the organisation’s transparency to outsiders on the transparency of those in the field to themselves.

Dangjaithawin Anantachai is the Managing Director of INTAGE Thailand as well as a respected trainer, coach and lecturer. She will be discussing the “Purposeful Researcher Redefined” the key content is about ‘how-to’ researchers can love their job while earning high respect from others on the social contribution.
What is the fallout from the election polling results in terms of our industry’s reputation? What are the implications for research more broadly? What led to it and how are we coming to terms with it? How do we respond when our clients, the media, friends and family ask why pollsters got it wrong (as reported in media)?

Then think about how we pivot with Adam Ferrier, one of the leading consumer psychologists in Australia, a brand strategist and an authority on behavioural economics. His agency even has a focus group room. However this talk will focus on why consumer research is a) inaccurate b) eradicates value from brands, and c) homogenises brands. It’ll be fun!

Join Alison Tilling Chief Strategy Officer at Y&R Australia (Gruen Transfer regular) to talk about why as researchers we wear our hearts on our sleeves and how we can make the most of the emotional impact of real-world research.

Laura Millington from the AFL will be joining to tell us the story about how a research project took an “outside-in” approach to bottle the momentum occurring around women in sport and AFL.

Writer, author, columnist, social commentator and serial monogamist Kerri Sackville will be joining us to discuss the modern day “you can have it all” (joke).

The Even Greater Sydney Planning Committee (EGSPC) consists of H.G Nelson (acting Deputy Co-Chair Digital Integration) and James Valentine (CXO – Chief Excellence Officer). They oversee all other Committees, Boards, Councils and Governments concerned with Sydney planning. It’s time to meet the people and explain what’s really happening across the country after the Federal election.

*The Even Greater Sydney Planning Committee is a satirical event and no decisions are binding.*
Qualified Professional Researcher

HOW TO APPLY FOR YOUR QPR ACCREDITATION

1. Choose your entry point
   If you have three years’ industry experience select one of the following options.

   **Immediate Entry points**
   - Postgraduate qualification in relevant discipline
   - A completed PhD
   - Extensive industry experience, support from 2 referees & interview with QPR assessors
   - Completed University of Georgia Principles of Market Research or Principles of Pharmaceutical Research Courses
   - Completed MRS UK Advanced Certificate, or MRS Diploma in Market & Social Research Practice, or MRS Accredited Master’s Degree
   - Authored paper in recognised academic journals on research related topics

   **Longer Term Entry options**
   - Completion of AMSRS practical research assignment (responding to a research brief)
   - Three years of documented continuous professional development
   - Completion of the University of Georgia Principles of Market Research or Principles of Pharmaceutical Research Courses
   - Completion of MRS UK Advanced Certificate, or MRS Diploma in Market & Social Research Practice, or MRS Accredited Master’s Degree

2. Complete Application form online (or in hard copy) & attach your resume

3. Hit the button (or send your form) and apply

2019 National Conference  
**Date:** 7-9 August 2019  
For full Conference program and more info go to www.amsrsconference.com  
**Venue:** Hilton Sydney, 488 George St, Sydney

SA Student & MR Career Day  
**Date:** Tue, 15 October 2019  
The AMSRS has again teamed up with South Australian Universities and TAFE SA to organise the Student Awards 2019. Students following market research courses are invited to take part in a contest to select upcoming talents in South Australia. Come and hear the top students in market research present their ideas, and get the opportunity to meet them face to face. The best students will be presented with an award on the night.  
**Venue:** Peppers Waymouth Hotel, Adelaide

2019 AMSRS Social and Government Data, Evidence, Insights and Research Conference  
**Date:** Thur, 24 October 2019  
The AMSRS will present its second annual conference for buyers, users and suppliers of research and evaluation. The conference will focus on the use and impact of research in the government context, but also within the ACT community. Sessions will explore the unique and common issues of conducting research to inform government policy and practice. This year it will be a full day conference with hands on breakout workshops.

2019 WA State Conference  
**Date:** Thur, 14 November 2019  
The AMSRS WA State Conference is the “can’t miss” event in 2019 for the Western Australian Division. As an industry we come together to increase the understanding of research, insights and analytics with peers, clients and our partner industries such as advertising and marketing, along with our academic friends.  
**Time:** 12:30pm registration for a 1pm start - 5:00pm networking drinks running after the conference from 5:00pm - 6:00pm  
**Venue:** Four Points by Sheraton Perth, 707 Wellington Street, Perth

2019 AES & AMSRS Joint Symposium  
**Date:** Wed, 27 November 2019  
A joint event conducted by the Australasian Evaluation Society, the Australian Market and Social Research Society and Griffith University to grow the capacity of market and social research and evaluation by collaborating across networks.
Humans are social creatures. Our need to connect with others is deeply hardwired within our DNA. In a fast moving, modern and digital world, social and family dislocation, fragmentation and isolation is becoming more commonplace. Initiatives are being implemented by Government, not-for-profits, social enterprises and commercial organisations to help bring people together and provide a sense of community and inclusion.  
Please join us to explore and debate areas around social and family dislocation, fragmentation and isolation, and programs and initiatives to help address this.  
**Venue:** Ship Inn, Griffith University Brisbane QLD

2019 AMSRS National AGM  
**Date:** Wed, 20 November 2019, Melbourne  
The AGM is free for members, however it is essential that you register. This event will also be live-streamed so members in all states can watch it. The AGM will be held before the Victorian Division end of year networking celebration.

www.amsrs.com.au  
events@amsrs.com.au  
02 9566 3100
This webinar will examine how to transform unstructured data into actionable insights.

Using artificial intelligence (AI), you will be shown how to build ‘bottom-up’, best-in-class category taxonomies and datasets from social data. This will allow you to observe ‘actual’ consumer behaviour on an unprecedented scale. This can then be used to predict emerging consumer trends earlier than otherwise.

Social Prediction uses AI and data science to go beyond monitoring what’s currently being talked about by consumers to accurately predict what will be most important to them in the future. This is achieved by building consumer defined category datasets from the “bottom-up” and then applying predictive models to identify new and emerging trends.

Although social listening is a top-down exercise, bottom-up learning can create an algorithm that understands the connections between conversations so that you can discover the known unknowns. In so doing, we can find answers to the questions we didn’t know to ask.

**Learning objectives:**

- How to remove irrelevant content and noise from social data
- How to scan social data for new and emerging topics
- How to make predictions from social data by building consumer defined category sets for the “bottom up.”
- How to prioritise these predictions, thereby providing actionable insights for brands.

**Learning outcomes:**

By the end of this webinar, you will have learnt how to predict social trends in your category of interest through developing bottom up “model based on actual consumer behaviour.

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**Richard Maryniak**

Global Chief Insight & Innovation Officer, Black Swan Data

Richard has over 20 years’ experience working across a breadth of creative, media and strategic agencies. He has pioneered consumer-centric methodologies working with multiple methodologies to deliver a holistic perspective and growth opportunities for his clients. He is pioneering a new way of integrating data into a deeper level of consumer understanding. Richard has directed in-depth market studies with MTV, delivered product extensions with the Economist, lead new customer propositions with Unilever, defined Pepsi’s position within far flung markets, explored opportunity areas with News International, inspired product innovation with Samsung and has invented some new brands along the way. He believes that strategy and innovation are dynamic and good ideas come from great insight and regular interaction with real people. He is a collector of real stories and unique experiences. Richard has written many articles on insight and the digital space, has judged at the D&AD awards and has been asked to speak on the BBC and Channel 4 (UK).

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MEMBERS: $88
NON-MEMBERS: $120
Fusing qual/ quant research to create imaging clusters

The trend towards shorter attention spans and people “eating with their eyes” is presenting new opportunities for clustering human behaviour.

This webinar will examine how to combine qualitative and quantitative research to create imaging clusters. These imaging clusters can then be used to analyse and discern consumer trends.

Imaging clusters extend beyond words to include visual themes and trends. This can be best evidenced, for instance, by using samples of Instagram content.

**Learning objectives:**
- How to cluster social and search data to discover consumer trends
- Ways of extracting meaning from visuals in social media and so identify imaging clusters.
- Mapping trends using imaging clusters.
- How to track brand reputation using imaging clusters.

**Learning outcomes:**
By the end of this webinar, you will have learnt how to use imaging clusters for identifying and mapping consumer trends and brand reputation.

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**Catherine Cooke**

**Digital Insights Director, Mindshare**

Catherine has over nine years of experience working within the field of social analysis. During this time, she has pioneered new social listening techniques and applications for the insights generated. Catherine’s focus has been to bring together analytics and strategy, working to create social listening insights that are useful and can be applied to marketing strategies. In her current role as Digital Insights Director at Mindshare, Catherine has worked on a number of insights projects for clients including Three, high fashion brands and fmcg. She has developed a methodology for identifying and tracking consumer trends using social and search data. Whilst working at Wunderman, Catherine oversaw a social listening programme for Microsoft, providing insights across 12 European countries. She was also part of the team to set up a social newsroom, working with strategists and creatives to directly bring together social insights and content strategy, and track the results.

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**REGISTER NOW**

**events@amsrs.com.au**  
02 9566 3100

**MEMBERS: $88**  
**NON-MEMBERS: $120**

**THIS WEBINAR EARNS 10 QPR POINTS**
How do (un)happy people behave online?

When undertaking social media listening, it is important to determine the impact that being online has on a respondent’s mental state. This has implications for our interpretation of what a respondent is saying/ doing online.

This webinar examines digital anthropology in terms of the impact that the internet is having on people’s mental state and how this state influences their preferences and purchasing behaviour.

Importantly for researchers, we need to be aware of these states of happiness/ unhappiness when collecting both qualitative and quantitative data online. Otherwise, we may well have captured in-built biases that influence the quality and validity of our research findings.

Learning objectives:
• What are the happy and unhappy zones on the internet and how does this impact the quality of data collected online about consumer behaviour?
• How do states of happiness/ unhappiness induced by the internet impact navigation patterns?
• How can we correct for inherent biases created by people’s online mental states when interpreting social data?

Learning outcomes:
By the end of this webinar, you will have learnt how to remove biases when listening to and interpreting online behaviour.

Jennifer Roberton
Managing Director, Respondi, UK
For over 15 years, Jennifer has been at the forefront of online research in the U.K., Europe and beyond. She has been instrumental in shifting analytical models from those based on self-reporting of consumer behavior to the fusion of data from a broad variety of sources, including the integration of consumers’ passive online behavior.

Under Jennifer’s leadership, Respondi received the MRS “Best Data Collection (Online)” award for a pioneering study of attitudes among refugees in 12 countries, illustrating that her approach to research not only benefits commercial clients but can be used to tackle and better understand complex issues of importance to society as a whole.

Jennifer Roberton
Monday 2 September 2019
Please note following time – based on your location’s time zone
NSW, ACT, VIC, TAS, QLD
SA, NT
WA
4.00 pm – 5.00 pm
3.30 pm – 4.30 pm
2.00 pm – 3.00 pm

FREE for QPR members only
Register online at www.amsrs.com.au
Today, customer insight professionals need to draw on a wide range of complex, often imperfect, evidence in identifying key insights to help drive their organisation’s growth and profitability.

In this Masterclass, which will run over two sessions, we will take you through the art and science of interpreting today’s data. Specifically, we will provide you with a framework – the Seven Analysis Frames toolkit – for making sense of evidence.

**Learning objectives:**

1. How to make sense of multiple evidence sources and quickly get to grips with the big information picture - and not get lost in the minutiae of the data.
2. How to evaluate the robustness of different evidence sources using up-to-date, realistic and pragmatic analysis criteria.
3. How to compensate for any shortfalls in imperfect data in order to complete the information picture.
4. How to use different enabling techniques to reframe data to get at the heart of its relevance and true meaning.
5. How to follow a holistic analysis framework to assess data and help identify key insights.
6. How to build the evidence platform for constructing a compelling insight based story.

**Learning outcomes:**

- Be able to go beyond what are becoming outdated analysis concepts and techniques for evaluating the robustness of today’s consumer evidence by using a holistic framework for assessing different sources of evidence.
- Have the confidence and capability to build the insight story by being able to draw on a mix of quantitative, qualitative and other data sources.
- Be able to help to action insight by authoritatively engaging with stakeholders about the big business picture and explaining what the insight evidence – story – is saying.

**Session One: An overview of the seven Analysis Frames approach for understanding and interpreting data**

In the first session we will review in a step-by-step way each of the seven Analysis Frames that make up our holistic analysis process. Below is a summary of each of the seven Analysis Frames.

- The Decision Frame: How to identify the true business question
- The Discovery Frame: How to review your data and identify the key evidence
- The Strategy Frame: How to see the big picture at the start of your analysis
- The Evaluation Frame: How to establish if your evidence is robust
- The Experience Frame: How to apply your judgement to the analysis
- The Enrichment Frame: How to apply creativity to your analysis
- The Holistic Frame: How to build the holistic picture

**Session Two: Applying the seven Analysis Frames holistic analysis approach in practice**

In the second session we focus on demonstrating how this analysis approach can deliver actionable insights. Working with different practical examples and illustrations we will look at how to deal with various complexities in addressing different analysis challenges.

**David (DVL) Smith**

David is a Director of DVL Smith. DVL Smith undertakes insight research projects, provide business consultancy and runs skills development programmes. David Smith founded DVL Smith Ltd over 25 years ago. The agency became a Top 10 UK market research agency, evolving to become Illuminas Global. David served as Chairman and CEO of Illuminas, before re-introducing DVL Smith as a consultancy. He is a former Vice President of ESOMAR and also a former Vice President and Chairman of the UK Market Research Society (MRS). David is a Visiting Professor at the University of Hertfordshire Business School. He is a Fellow of the Market Research Society, a Fellow of the Chartered Institute of Marketing and also a Fellow of the Institute of Business Consultants. David has written numerous papers and articles on marketing intelligence and is the author of ‘Inside Information – Making Sense of Marketing Data’ and also ‘The Art and Science of Interpreting Market Research Evidence’, both published by John Wiley.
Communicating Insights in the Experience Era

This webinar will examine new and novel ways for communicating research insights. These approaches go beyond words and images.

This webinar will draw on practical techniques used in music, museums and gaming. The memory enhancing value of engaging multiple senses will be highlighted. Your debriefs will never be the same again!

Whilst storytelling has been in vogue in recent times, the communication methods covered in this webinar, will move you to the next level in engaging with your client.

**Learning objectives:**

- How to more effectively communicate research insights using a range of experimental techniques
- Ways of using immersive experiences, including classical music, humming and a bespoke escape room for impactfully communicating research findings.
- How to move from social listening to social intelligence in communicating research results

**Learning outcomes:**

By the end of this webinar, you will have learnt how to communicate research insights in a way that stimulates multiple senses.

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**Kelly McKnight**

*Head of Culture + Trends, Join the Dots*

Kelly heads up Culture + Trends at global insight agency, Join the Dots. Kelly’s team are in-house specialists who work alongside primary researchers, decoding and interpreting cultural insights and consumer trends for commercial advantage.

A self-declared methodological magpie, Kelly draws across culture, trends, semiotics, ethnography and social listening techniques to help her clients address complex challenges when regular research just won’t cut it.
Fusing social listening with semiotics

This webinar will offer a new approach for unlocking depth of insight in your qualitative research projects. These stories are then decoded using semiotics as part of the social listening process.

By blending disparate narrative lines together, new harmonies can be created by using a mix of semiotics, social listening, creative storytelling techniques and traditional qualitative research. This includes listening to competing narratives and blending these narratives with client and agency voices.

This webinar will share a case study on “waking the sleeping beauty”, Suze: how a careful fusion of social media analysis, semiotics, creative storytelling and traditional qualitative research helped shape a new strategy for the 100-year-old aperitif brand.

Learning objectives:
• How to uncover new insights by combining social listening with semiotics, as an adjunct to traditional qualitative research.
• Utilising story telling for encouraging respondents to share deeper insights about their lives in relation to the research topic of interest.
• How to fuse social listening with semiotics and storytelling for gaining insights not readily obtainable using traditional qualitative methodologies.

Learning outcomes:
The value of taking time to tap into a respondent’s personal stories, as part of social listening to gain greater depth of insight, which can be further understood by applying semiotics.

Sven Arn
Sven Arn is Managing Director and Partner at Happy Thinking People, a leading German research agency. He has been with the company since 1991 and became MD in 1997. Sven regularly runs workshops and training courses to develop qualitative skills. He is a recognised industry speaker and has been on a number of Programme Committees at various Esomar events including Annual Congress, the Qualitative Conference and the Insight Conference.

Register online at www.amsrs.com.au
**Fundamentals of Qualitative Research**

This course will benefit people who have limited or no experience in conducting qualitative research. This course is an overview to qualitative research. Specifically on successful completion of this course, participants will be able to:

- Recognise when qualitative research is most appropriate
- Understand the process logistics involved in running a qualitative project
- Describe the differences between the main types of qualitative data collection: focus groups, in-depth interviews, observation, online qual etc
- Understand the role of the moderator and how to create the right environment for respondents
- Learn different approaches to eliciting responses from respondents
- Learn different tools for handling problems during interviewing
- Understand why getting below the surface of respondent behaviour is important
- Understand the process of analysis and report writing for qualitative research.

**Event Format:**
- 1 day course
- Start Time: 8:30am registration for a 9am start
- Location: Melbourne

**Thursday 17 October 2019**

MEMBERS: $250
NON-MEMBERS: $750

**Friday 18 October 2019**

MEMBERS: $250
NON-MEMBERS: $750

**Fundamentals of Quantitative Research**

This course provides an introduction to the role and basic methods of quantitative research. It offers an overview of how quantitative research can help solve marketing and business problems, what methods of quantitative research are available and how to choose which is the most appropriate. On completion, participants should have a good understanding of:

- The quantitative research process
- The difference between quantitative and qualitative and how the two approaches can support each other
- The key concepts in research design including sampling, questionnaire design, data collection methods, fieldwork issues etc
- The range of quantitative data collection methods
- How to design a quantitative study to meet a specific client/research objective
- Analysis and presentation of quantitative findings.

**Event Format:**
- 1 day course
- Start Time: 8:30am registration for a 9am start
- Location: Melbourne

AMRS offers 2 online courses, aimed at developing the basic skills of social and market researchers. These courses can be accessed at any time on the AMSRS website.

**Introduction to Market & Social Research**

The Introduction to Market & Social Research online course assists with building core research skills.

MEMBERS: $220
NON-MEMBERS: $500

**Questionnaire Design**

Questionnaire Design online course provides training in constructing questionnaires.

MEMBERS: $220
NON-MEMBERS: $500
Social Media & Analytics

This Online Masterclass, over 2 sessions, will teach you the art of social media analysis from a market and social research perspective.

The social media conversations that truly drive insight will be firstly identified. In so doing, you will acquire the skills to discern between what people are saying and what real behaviour is likely to be. In so doing, you will be able to derive themes based on both emotion and behavior, whilst categorising social data.

Scalability will be addressed so that you have access to the tools that will enable you to process large number of social conversations for gaining insight.

Learning objectives:
• How to interpret the real human voice when analysing social media conversations
• How to discern real behaviour from stated behaviour in social media conversations
• The best ways for thematic and emotional analysis of social media data
• How to measure shifts in the customer’s perspective over time leveraging social data

Learning outcomes:
• Discern what the real customer conversations are in social media that drive insight and intelligence
• What the emerging tools are for gaining insight from large numbers of customer conversations
• The best ways to categorise social media data

Who is this course intended for?
All market and social research professionals interested in further developing their skills in interpreting social media data.

Jason Juma-Ross, Facebook Australia
Delivered across 2 sessions - Thursday 17 & 24 October 2019
12 pm to 2 pm (Eastern Time)
Inside the memory: what people will/ not say in research

This webinar examines techniques on how to reconstruct memory during interviews. There is an issue with what people can or will say in conventional interviews.

In this presentation, you will see how an unusual interview technique developed for police investigations is producing exceptional results in market research.

Using real-world examples, this presentation will demonstrate how the memory reconstruction interview works, the science behind it and the ways it can help researchers uncover the underlying drivers of decision-making.

People are complicated and meaningful insights are often hidden. The memory reconstruction method is uniquely suited to reveal the kinds of things people often can’t (or won’t) say in traditional groups or one-on-one interviews.

Learning objectives:
- When should we be concerned that we are not gaining real meaning during interviews?
- How to solicit what people won’t or can say in conventional interviews
- Learning the process of memory reconstruction
- How to dig deeper into the underlying drivers of decision-making

Learning outcomes:
- How an unconventional research method developed for criminal investigations, can be surprisingly well suited for market research.
- The capability to add the memory reconstruction interview as an alternative approach to your market research toolkit.
- How to reveal the kinds of things research participants often can’t (or won’t) share in conventional interviews.

Doug Grant
Managing Director, Inqui Research
As the founder of Inqui Research, Doug leads a group of exceptional qualitative researchers who consistently reveal richer insights into consumer behavior. The collaborative, memory-focused approach he has refined over the years helps clients gain greater understanding of the people they serve.

Prior to Inqui, Doug co-founded Brandtrust and served as the managing partner for almost two decades. He has worked closely with talented psychologists, sociologists and others from the social sciences to uncover insights and inspire fresh thinking with a diverse range of companies across the globe.

Register online at www.amsrs.com.au
General regulatory update

This free webinar is for AMSRS members only and is designed to keep researchers up to date with the ethical requirements of our Code of Professional Behaviour as well as the broader regulatory and legislative changes that impact our industry.

Please note following time – based on your location’s time zone

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These webinars are offered to members for free to enhance their knowledge and understanding of professional standards.

FREE WEBINAR FOR MEMBERS ONLY

Register online at www.amsrs.com.au

REGISTER NOW  www.amsrs.com.au  events@amsrs.com.au  02 9566 3100
Online qual tools

This Online Masterclass, over 2 sessions, will teach you how to use online qualitative research to engage and inspire candid responses from participants and enable deep and agile learning to help make decisions with clarity.

We will learn using new, leading edge online qual technologies. This is a highly interactive session that will have participants actually working on a number of different online qual platforms. Expect a bit of pre-work and some home-work assigned in between sessions to deepen the learning. Come prepared to engage and have fun and learn all about online qualitative research!

Learning objectives:
• The main types of online qual tools
• Which online qual tool(s) can obtain optimal insights for each research problem
• How to conduct a study using different types of online platforms (hands on)
• Best practices to keep participants and clients engaged in the various forms of online qualitative research
• Iterative use of online qual tools
• Future prospects for online qual

Learning outcomes:
• A solid understanding of the different online qual tools available and when it is optimal to use each type
• An enhanced working knowledge of how to implement online qualitative research into an iterative Design Thinking process.
• A clearer idea of how to overcome common client and stakeholder misconceptions about online qual

Who is this course intended for?
All market and social research professionals interested in further developing their research skills in accessing and utilising social media data.

Layla Shea
Layla is Founder and Chief Insights Officer of Upwords, a highly successful North-American boutique marketing consultancy that specializes in using online qualitative methods to connect human understanding and business needs. Layla is a leader in the North American online qualitative research community. Layla has won international awards for the impact she’s had on her clients’ businesses and is a sought-after speaker at industry conferences. Layla is an expert at making the complex simple. Before founding Upwords Layla was a marketer at Coca-Cola and S.C. Johnson, a research consultant & facilitator at Sklar Wilton & Associates, and a RIVA Trained Focus Group Moderator.

Bronwen Ward
Over the past half-decade, Bronwen has successfully overseen hundreds of qualitative studies for some of the worlds’ biggest retail, alcoholic beverage and consumer packaged goods brands – specializing in those of the online variety.
Applying AI and Data Science techniques to Qual research

This webinar will demonstrate how big datasets can explain the ways people think.

A neuro science algorithm will be provided that predicts consumer thinking. These predictions can be applied across geographies, powering brand positioning and product innovation on an unprecedented scale.

This technique can revolutionise the way we generate qualitative consumer insights.

By using artificial intelligence (AI) in this way, it is possible to predict what consumers think – this is especially important when examining how to best position and market a brand for greatest success.

Learning objectives:
1. How Big Data can contextualise qualitative insights
2. How to use algorithms to predict what people like, based on their conversations
3. How AI and Data Science can be used to generate qualitative insights for building stronger predictive models, thereby identifying the best way to position a brand for maximum success.

Learning outcomes:
By the end of this webinar, you will have learnt a methodology that can be used with qualitative insights for achieving better predictive validity – in so doing, positioning a brand for market success.

Dr Jonathan Mall
Neuropsychologist turned Data Scientist and Entrepreneur. After his studies in Amsterdam, UK and Groningen, Jonathan Mall pursued an opportunity to optimize consumer experience using machine learning. In so doing, he led a Data Science team in an IBM Big Data Venture. Afterwards, Jonathan founded Neuro Flash, a marketing intelligence institute, using Big Data and Neuromarketing to understand, predict and influence how people react to persuasive content. Jonathan has invented and built an App that determines how much people like each other, based on Facebook private message communication symmetry and word usage patterns. He has used this algorithm to predict & increase sales success in website hosted Chat conversations. Jonathan analyses popular consumer brands, giving examples of general associations and how the media successfully uses these associations. Additionally, Jonathan has addressed the importance of repetitive exposure to certain products and how it shortens the memory recall time. This could be interpreted as the way to get people to passively prefer things, by progressively increasing their exposure to the item of interest.

FREE for QPR members only

Register online at www.amsrs.com.au

NSW, ACT, VIC, TAS
QLD
SA
NT
WA
7.30 pm – 8.30 pm
6.30 pm – 7.30 pm
7 pm – 8 pm
6 pm – 7 pm
4.30 pm – 5.30 pm

REGISTER NOW www.amsrs.com.au events@amsrs.com.au 02 9566 3100
QPR regulatory update

This free webinar is for QPR members only and is designed to keep QPR researchers up to date with the ethical requirements of our Code of Professional Behaviour as well as the broader regulatory and legislative changes that impact our industry.

Jane Gregory
AMSRS Professional Standards Officer

These webinars are offered to members for free to enhance their knowledge and understanding of professional standards.

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Register online at www.amsrs.com.au
The power of anticipation and influence on human behaviour

This webinar examines how anticipation and influence can be used for acquiring customers. The same elements can also be used for converting customers to brand loyalists.

The concept of triple jeopardy is then introduced, based on anticipation, experience and memories.

In so doing, we will consider a number of practical examples of how researchers can unlock these mechanisms to provide a roadmap of influencers for enabling a client’s brands to grow.

Learning objectives:
• Understanding the role of double jeopardy and triple jeopardy in building brands, from a research perspective
• The importance of measuring anticipation, experience and memories for evaluating brand health.
• How to use research data to build a strong model for influencing consumer behavior and enabling brand growth

Learning outcomes:
By the end of this webinar, you will have learnt how to research anticipation, influence and memories, then how to apply this research data for modelling brand growth.

Jason Martuscello
Jason lives and breathes behavior change. His personal transformation losing over 100 lbs drives his curiosity to source the latest science to deliver cutting edge solutions.
Jason’s work cuts through the jargon, to provide unique insight, and applied solutions to today’s most pressing business problems.
Jason holds an MSc and an MBA.

Register online at www.amsrs.com.au
AMSRS would like to thank EKAS for their valuable contribution to PDP through web-based evaluation services.