



# MARKETING RESEARCH AND INTELLIGENCE ASSOCIATION

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2021 Membership

# WE ARE

The Marketing Research and Intelligence Association (MRIA) is a Canadian member driven, not-for-profit association representing all aspects of the market research and business intelligence industry.



# OUR VISION

To be the thought leader and champion for research, insights and analytics professionals in Canada, and to be a bridge between concentrations within the insights landscape.

# OUR PILLARS



**Standards:** The MRIA standards are the benchmark against which sanctioned practices in the market research, polling and insights industry are measured. These standards are recognized by clients, government and academic users.

**Advocacy:** MRIA's voice, speaking for our industry, is a strong advocate for self-regulation, freedom from overbearing legislation and advancing the public interest in the benefits of our work, and for increased participation.

**Certification:** The individual Certified Market Research Professional (CMRP) and corporate Gold Seal certifications are the gold standard for excellence in our industry and are recognized across Canada.

# OUR MEMBERS

## CORPORATE ORGANIZATIONS



**Research Suppliers**  
*Organizations providing research products as a service*



**Internal Corporate Departments**  
*Including purchasers of research services (Client Side)*



**Schools**  
*Colleges and University programs engaged in market research and intelligence*



**Non Profit**  
*Organizations based in social, civic improvement, sport or recreation and not generating profit*

## INDIVIDUALS



**Individual Members**  
*Those currently working in a agency, an internal department*



**Certified Members (CMRP)**  
*Members who have completed the CMRP examination process*



**Associate Members**  
*Offers the opportunity to become more involved in the industry*



**Students**  
*Current Post Secondary students in a market research related program*



# WHY JOIN?

Join the MRIA to build your brand, pitch your ideas, volunteer and contribute to the betterment of Canadian Insights Industry. Top reasons to join us include:



**Recognition** that you abide by the highest professional standards through the use of MRIA branding on your website, social media, RFPs and projects



**Build your Network** and make connections through in-person industry and knowledge sharing events and online through the Forum



**Promote your brand** and your unique skills and passion through written submissions, webinars and presentations through the MRIA digital channels



**Access to Canada's industry Standards**, including 24/7 answers to questions by standards staff



**Discounts and Savings** through our growing Affinity Program, events, webinars and courses



**Get Certified**, the Individual (CMRP) and Corporate (Gold Seal) are proof of your commitment to excellence and industry standards



**Powerful Advocacy** ensuring a strong, self regulated and growing industry



**Access the MRIA Hub and Excelerate LMS:** Jobs board, RFP section, Insights Forum and learning management system, Excelerate



**Professional Growth** through education, certification and participation in our committees and online forums and speaking opportunities

**HELPING RESEARCH PROFESSIONALS AND ORGANIZATIONS THRIVE IN THE DATA AGE**

[Sign up today](#)



# NEW FROM THE MRIA FOR 2021

## LEARN FROM CANADIAN PROS ANYWHERE

Toward the MRIA's goal of providing skills to Canadian Researchers at any experience level. We are introducing our brand new learning management platform Accelerate. Take a course, watch a webinar, get certified, teach and build your research chops through us. Our growing Canadian focused research platform provide a one stop shop for getting leveled up.



## HAVE YOUR VOICE HEARD

Blogs, vlogs, reports and other tools to get your story out through the many MRIA channels. Members have the incredible value of having the reach of our outlets broadcasting their stories. Members benefit from access to tens of thousands of subscribers, eager to hear your message today!

## SHOWCASE YOUR BRAND

Highlighting the importance of your work is essential in maintaining a competitive edge. Exciting new ways to promote your company and personal brand to the industry can only happen with a unified voice like the MRIA. Stay tuned for sponsorship opportunities and creative ways to highlight your work, company and team or anything in between.



## CONNECT, BUILD AND HAVE YOUR SAY IN THE MRIA

Sign up today



Marketing Research and  
Intelligence Association  
L'Association de la Recherche  
et de l'Intelligence Marketing

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