

Stronger together - GRBN Member Update – June 12th 2017

This update is for the attention of the staff and board members of GRBN member associations, and provides an update on the current GRBN initiatives. There are many opportunities for members to partner with GRBN, either with a view to **give your members additional benefits** or to **grow your revenues**.

Please do not hesitate to contact me with any questions.

Best wishes,

Andrew

From GRBN News to Your Association's Global Insights

www.grbnnews.com has been up and running for 4 months now and we have more than 130 pieces of news up on the site. So far, we have issued 16 GRBN News e-newsletters. Feedback on the content, as well as the look and feel, has been generally very positive.

In order to further improve the distribution of the newsletter and increase the number of visitors to the grbnnews.com website, as of July we are going to relaunch the newsletter as **Global Insights** and allow our members to rebrand the newsletter as their own based on the following newsletter header template (example for Portugal):



Welcome to Global Insights

2017-27

We hope that as many national associations as possible will take up this opportunity to deliver global news content to their members and other stakeholders under their own branding, so if you are interested please [get in touch](#) to agree on the details. If we do not hear back from you on this, we will continue to send you a e-newsletter version with GRBN branding only for you to use.

Also, from July onwards the e-newsletter will be issued twice a month under a fixed schedule as follows:

Week of issue	Deadline for content
3.7.	26.6.
17.7.	10.7.
31.7.	24.7.
14.8.	7.8.
4.9.	28.8.
18.9.	11.9.
2.10.	25.9.
16.10.	9.10.
6.11.	30.10.
20.11.	13.11.
4.12.	27.11.
18.12.	11.12.

World News – Your opportunity to tell your news

The World News section on the www.grbnnews.com website is your opportunity to tell the world about any interesting things happening in your country. We would love to hear from you if you would like to make a contribution, and here are some examples of the type of things your association could contribute:

1. If you have a conference coming up:
 - a. Ask people on the conference organizing committee if they would like to contribute
 - b. Ask speakers if they would like to contribute
 - c. Engage someone attending on doing a “reporter” piece after the event
2. If you have just had a conference
 - a. Ask any award winners to contribute
 - b. Ask any key speakers to contribute
3. If you have an award ceremony coming up
 - a. Ask people on the shortlist to contribute
 - b. Create a summary piece with quotes from people on the short-list
4. If you have just had an award ceremony
 - a. Ask the winners to contribute
 - b. Create a summary piece with quotes from the winners
5. If you have a new President / new board members
 - a. Ask them to write a thought-piece
6. If you have a new employee
 - a. Ask them to write a thought-piece
7. If you have general elections coming up / just had elections
 - a. Ask the polling companies to contribute
 - b. Create a summary piece on polling with quotes from the polling companies
8. etc....

As you can see, there are lots of ways for you to share the limelight. 😊

We have created a template to make contributing easy, so if you would like to contribute, let me know and I'll send it to you. The number of items per newsletter is limited, so if you would like to make a contribution in a specific month, [please let me know](#) as soon as you can, so that I can reserve the space for you.

Learning Center – Offer concrete benefits to your members

There are currently 42 pieces of content in the Learning Center, provided by AMSRS, EFAMRO, Insights Association, MRIA and MRS, and we have 7 national associations signed up as content marketing partners: AMSRS (Australia), MRIA (Canada), SMTL (Finland), RANZ (New Zealand), APODEMO (Portugal), SAMRA (South Africa) and Sweden (SMIF). Please [get in touch](#) if you would like to join this list of partners.

Content Providers will be updating / adding new content over the next few months and we will be engaging Content Marketing Partners on stepping up the marketing activities in their markets.

Building Public Trust Programme – Sign up to the Charter

We have created a Building Public Trust Charter (see overleaf) for GRBN members and partners to use to help demonstrate their commitment to building the amount of trust the general public has in market research, in market researchers and in the companies in our industry.

All 4 regional federations have endorsed the charter and several national associations have also done so... AMAI, AMSRS, Insights Association, MRS and RANZ. We encourage all our members to table this in their next board meeting, so that as many associations as possible get behind the charter and can start using it to promote the importance of building trust in their markets. Please [get in touch](#) if you would like to join the list of organizations, which have endorsed the charter.



The Building Public Trust Charter

We believe that the market and social research and insights sector needs to strengthen trust in research and insight activities.

We support the goals of the GRBN Building Public Trust Programme, which are to:

- 1. Communicate the value of research to consumers and citizens**
- 2. Increase transparency in research and insight activities**
- 3. Improve the research participant experience**

We believe that the time for action is now and encourage others to support and participate in the GRBN Building Public Trust Programme.

Regional Federation and national association endorsed



Participant Engagement Initiative - More partners welcome

The initiative has started well and momentum has been building strongly over the last few months, with over 30 companies now partnering GRBN on this initiative. It would be fantastic to have companies on-board from all corners of the globe, since the issue of participant engagement is a truly global one and vital to the success of our industry. Please encourage your members to visit the [special section on grbnnews.com](http://grbnnews.com) to find out more about the initiative and to [get in touch](#) if they would like to get involved.

Participant Engagement Handbook - Co-branding opportunity

The intention is to launch the Participant Engagement handbook, which will contain best and worst practice examples, in the 2nd half of this year.

We are offering our national association members, which endorse the Building Public Trust Charter, the opportunity to issue a co-branded version of the handbook (in pdf format) for their market.

Partners will be given a page in the handbook to promote their association and will also have the opportunity to attract sponsors for the local version of the handbook. More information will follow shortly, but if you are interested in this opportunity please [get in touch](#).

ROI from Insights Handbook - Co-branding opportunity

GRBN is partnering with The Boston Consulting Group on this initiative, the objective of which is to help client-side insights leaders better measure the return on investment they are delivering.

We will be issuing a ROI from Insights handbook in the second half of 2017 and are offering our national association members the opportunity to issue a co-branded version of the handbook for their market and to seek local sponsors. More information will follow shortly, but if you are interested in this opportunity please [get in touch](#).

Paragon Partnerships – Give Something Back

GRBN is partnering with Paragon Partnerships to build a database of companies and individuals, who are willing to donate resources to help governments, NGOs and academics tackle the UN Sustainable Development Goals. People can sign up to the database here...

<http://grbnnews.com/paragon-partnerships-challenge/>

... and to date, over 40 companies and individuals have already signed up.

We kindly ask you to promote the existence of the database to your members and to encourage them to sign up to the database in order to demonstrate to the power our industry has to make the world a better place.

China goes global, global goes China – Delegation opportunity

GRBN is working together with CMRA to send a delegation to China in October. The delegation will participate in the CMRA Conference, visit some leading Chinese companies and have some time for networking and tourism. You can read more about the delegation here...

<http://grbnnews.com/global-goes-china-delegation-visit-planned-end-october-speaker-opportunities-available/>

If your association is interesting in getting a group together to join the delegation, please [get in touch](#).

I hope you find this update to be of interest. There is a lot going on, but hopefully amongst the different initiatives you can find at least one or two which are of interest to your association and which will add value to your members. I know many of you are looking for new ways to generate extra revenue and looking for concrete benefits to offer your members. Hopefully, partnering with us on some of the above initiatives will help you do one or the other, if not both.

If you have any questions or need further information on any of the initiatives, please do not hesitate to contact me.

Best wishes,

Andrew

Andrew Cannon
Executive Director
GRBN
+358.50.522.6922
andrew.cannon@grbn.org
www.grbnnews.com / www.grbnnews.com