

# GLOBAL INSIGHTS

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GRBN NEWS



2017-31

In this issue of Global Insights you can discover which are the latest companies to come on-board the Participant Engagement Initiative, which research business leader recently won a prestigious award, and in which countries in Europe research businesses are most optimistic. Our featured guests challenge us to think about and act upon the ROI from Insights, training and professional development, and creating shared value with research participants. We hope you enjoy this issue and welcome your [feedback!](#)

## GRBN News



### PEI - Welcome to the latest partners!

We are happy to announce that 3 new partners have come on board the Participant Engagement Initiative, taking the total to 34 partners, and that work has started on producing the Participant Engagement Handbook, which we will be issuing later this year..... [Find out who's on board and learn more](#)

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## Featured Guests



### What's the ROI of Consumer Insights? How about 400%

By David Rothstein, RTi Research

*"There's been much talk in recent years about the call for Consumer Insights departments to provide more value to the organization (with less in the way of human and capital resources). Moving forward, Insights Leaders will want to consider how they might begin to measure Return on Investment (ROI) in consumer research and use the information to "sell" the value of the CI function..."* [Read More](#)

## Featured Guests



### South African Market Research: Need for reform

By Monique Schehle & Pieter J. Rossouw, MMI Holdings

*"Over the last two years, the number of research projects commissioned to external market research suppliers by MMI Holdings' has seen a strong decline. There is a perception that market research suppliers are servicing the needs of corporates in the same way, without offering outcomes that are unique to the business or differentiated from that of its competitors...."* [Read More](#)

## Expert Interviews



### Shared Value - The Key to Both Engaged Customers and Engaged Participants

A video interview with Peter Harris, Vision Critical

We chat with Peter about the key learnings from their recent Customer Intelligence Summit in Sydney, and how we can apply those learnings to the challenges the research sector is facing. Shared value and the creation of mutually beneficial relationships with participants was one of the key points... [Watch the video here](#)

## EFAMRO / Europe



### Increasing optimism in the European research industry, with Italy and Switzerland as exceptions

By Jan Oostveen, EFAMRO's Director General

*"European research businesses are currently rather optimistic regarding the revenue development of their businesses in 2017. Overall the markets in Europe seem to be in good shape, much better than the last few years. There are a few exceptions..."* [Read More](#)

## ARIA / The Americas



### Insights Association Industry News: Research Executive Named Entrepreneur of the Year

A marketing research industry leader has been named [Entrepreneur of the Year](#) by Ernst & Young, in the Services category. The award went to **Jay Ruparel**, Executive Director and CEO of Azure Knowledge Corporation... [Read More](#)

## Learn Something New



### Information Security - Your People - INSIGHTS ASSOCIATION (CASRO) Webinar

Often data breaches result from human error or improper safeguards around employees. Experts will share their advice on the human side of data security.

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