

## MRG TOOLS OF THE TRADE 2020: PROGRAMME (34<sup>th</sup> YEAR)



**This training programme provides an introduction to the key research and insight tools used by agencies and media owners to evaluate media performance.**

It is primarily designed for people with up to 3 years' experience in the industry. However, it could also serve as a catch up for people returning to the industry.

Held at etc Venues, The Hatton, Farringdon ([map](#))

The course comprises seven sessions: Six evening classes from 6:00pm - 7:30pm and the final afternoon session is 2pm – 6pm with drinks afterwards.

### 1. Overview of research techniques and basic statistics: Mon 17<sup>th</sup> February 2020

- Introduction to the course, programme and feedback requirements
- Introduction to the MRG and the speakers
- The building blocks of media research and campaign evaluation (*Belinda Beeftink – IPA*)
- An introduction to Quant and other data types and Big Data (*John Carroll – GFK*)
- Statistics and how to tell if your data is fit for purpose (*Dave Chilvers – DCA*)

Chairs: [Alex Maddox](#) and [Stef Hrycyszyn](#)

Session 1 survey: [Click here](#)

*Followed by welcome drinks hosted by The MRG committee from 7.30pm until 8.30pm*

### 2. Digital media: Mon 24<sup>th</sup> February 2020

- Digital data sources: Brand safety/Ad verification and site centric data (*Jules Kendrick – Jicwebs*)
- Audience centric data (*Ian Dowds – UKOM*)
- Internet comms and evaluation metrics (*Elizabeth Lane – IAB*)

Chair: [Sean Adams](#)

Session 2 survey: [Click here](#)

### 3. Television and Cinema: Mon 2<sup>nd</sup> March 2020

- An overview of BARB (*Jim Jarrett – BARB*)

- How research is used to promote television (*Rupen Shah – Thinkbox*)
- How agencies plan and buy television and how/research is used in the process (*Nicola Teague and Stephanie Whitfield – the7stars*)
- An overview of cinema data sources and how they are used (*Michael Tull – DCM*)

Chair: [Frances Sheardown](#) and [Louise Twycross-Lewis](#)

Session 3 survey: Click [here](#)

#### 4. The key consumer surveys: Mon 9<sup>th</sup> March 2020

- TGI (*Doug Keep – Kantar*)
- TouchPoints (*Simon Frazier – IPA*)
- Consumer Surveys in practice (*Claire Linford and Sam Brodie - OMD*)

Chair: [Max Willey](#)

Session 4 survey: Click [here](#)

#### 5. Publisher brands Mon 16<sup>th</sup> March 2020

- The role that newsbrands play (*Natasha Kluger – Newsworks*)
- Researching the strength of print (*Anna Sampson – Magnetic*)
- Overview of the publishing/planning process (*Sarah Johnson – Havas Media*)
- PAMCo (*Luca Vannini – PAMCo*)
- JICREG (*Keith Donaldson – JICREG*)
- ABC (*Jane Pitt – ABC*)

Chair: [Joe Lewis](#)

Session 5 survey: Click [here](#)

#### 6. Outdoor and Radio: Mon 23<sup>rd</sup> March 2020

- An overview of Route (*Euan McKay – Route*)
- How agencies plan and buy OOH and how outdoor research is used in OOH planning and buying (*Russell Smither – Posterscope*)
- An overview of Rajar (*Kamilah Kamara – Radio Centre*)
- How agencies plan and buy radio and how radio research is used in radio planning and buying (*Lyndsay Ferrigan – Rajar*)

Chair: [Charles Lawrie](#)

Session 6 survey: Click [here](#)

#### 7. Media Research, planning and insight in action: Monday 30<sup>th</sup> March 2pm to 5.15 pm

##### 1. Leveraging and presenting data sources

- Data fusion and integration
- Integration and modelling (*Alan Moore – Telmar*)
- Visualisation the right type of chart tips and tricks (*Scott Thompson – Publicis*)
- JICMail

*Tea and coffee*

**2. Insight in Action**

- Using insight in planning (*Chris White*)
- Proprietary research and the use of insight in campaigns (*Pauline Robson - Mediacom*)

**Chairs:** [Alex Maddox](#) and [Stef Hryczyszyn](#)

Session 7 survey: Click [here](#)

*Followed by a drinks and canapes networking event with members of the MRG committee.*

For more info please visit our [website](#) or email [Alex Maddox](#).