



# MEDIA RESEARCH GROUP

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**AGM**

June 2020

# 2020 Committee



**Louise Twycross-Lewis**  
Co Chair



**Joe Lewis**  
Co Chair & Finance



**Frances Sheardown**  
Conference



**Charles Lawrie**  
Membership



**Stef Hryczyszyn**  
Evening Meetings



**Alex Maddox**  
Education



**Frances Revel**  
Commercial/Sponsorship/Awards



**Ruth O'Neill**  
Evening Meetings



**Dan Brilot**  
Communications/Job Ads



**Max Willey**  
Website



**Sally Hiddleston**  
Administration

# 2020 Conference

As a result of Covid-19, the international conference has been postponed to 2021.

- Plans are in progress to host a special (London) 2020 event to enable members to share and celebrate best-in-class work near the end of the year.
  - This would take the form of a day's conference with media research awards, and party.
- Obviously the safety of delegates is paramount and the MRG are exploring all eventualities just in case a live event is not possible.

# International Conference: Sitges 2021

New dates: 17<sup>th</sup> – 20<sup>th</sup> November 2021

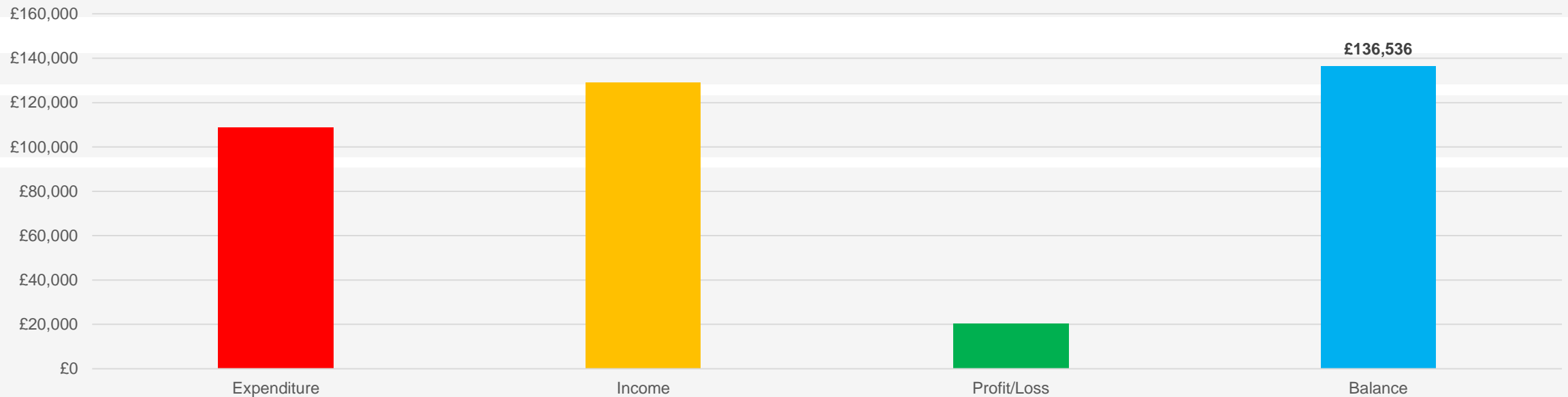
- All bookings made to date, including the conference hotel and Gala Dinner venue, have been postponed for a year.
  - Paperwork and deposits have been signed and paid respectively.
- The booking site is complete and the conference logo design has been updated to reflect the new dates.
- Event specifics planning to resume in early 2021.





# Finance

MRG Finances: July 2019- June 2020



- Financially profitable year helped by successful London conference
- Initial deposits now made for Sitges 2021
- Require financially stable 2020

# Evening Meetings

- First online evening meeting went well (73 attendees) – will continue this format until government guidelines change
  - Looking at ways to record the meetings and host them in the members area of the website
- Continue with offering a diverse and broad range of papers topics and speakers
- If you can't come to a meeting but have booked, please let us know so that we can give your place to someone else
- Always looking for new papers and formats – so get in touch with Ruth with any ideas



# Membership

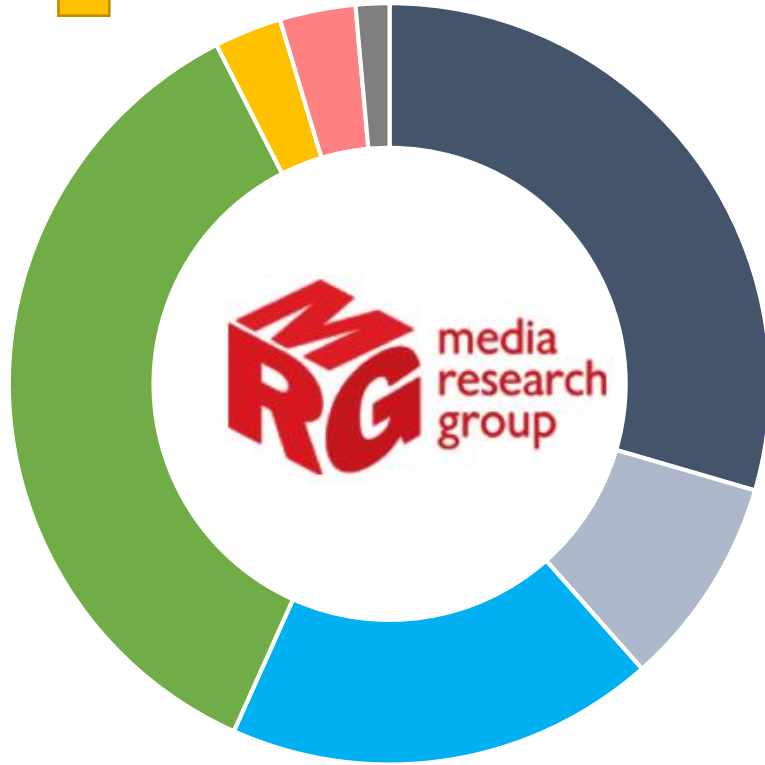
Annual Membership

3 month  
extension

# Membership

559 active members

↑ 24%



Broadcast / Owners - 165

Research Agency - 200

Media Agency - 102

JIC - 18

Trade Body - 16

Bureau - 8

Other - 50



# Membership

## Plans for the year ahead

- Need to continue to promote and grow the membership base.
- On-going responsibilities include:
  - Monthly reminder email to all lapsed members
  - Highlight the benefits of membership
    - Training
    - Social events
    - Education
    - Conferences
    - Evening meetings
  - Promoting the MRG to those not aware
  - Prioritise membership queries



# Education



KANTAR



telmar



JICREG

Posterscope

JICWEBS



iab.



IPA



phd

## Improved Tools of the Trade course

- Great speakers covering all aspects of media research techniques and media formats
- Half of the course has been delivered and the remainder will be delivered in September/ October. It will be live if possible but if not it will be delivered online

# Education

- Great feedback on the following courses:
  - R Training course, in conjunction with Culture of Insight
  - Quant research with Sara Rice and Nick Cook
  - Narrative with Numbers, with Sam Knowles



# Website

## **A number of bug-fixes and updates to improve the site**

- Optional PO numbers can now be added to orders
- Site admins can now create multiple bespoke ticketing options (e.g. so members can book a full course or individual days)
- Ability to reconcile orders with Stripe has been improved
- Useful admin info like members' expiry dates and unpaid orders can now be easily exported in Excel
- If people update their email address (e.g. change jobs) it is carried over to Mailchimp so there will be no interruption to receiving MRG emails

## **Exciting new development**

- We have commissioned the development of video hosting on the site, so events can now be filmed and accessed (by members only) – an important part of expanding beyond our London focus

# Awards

- 2020 Awards will go ahead despite lack of international conference & therefore Gala dinner
  - Objective: support our members in celebrating the good work we have all done in the past two years – and we are designing the 2020 awards in a way to encourage maximum accessibility and participation
  - New format, pricing structure for entries and categories to be announced in July so watch this space
  - Ceremony to be held Q4 – date TBC
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- A series of new and affordable opportunities to support the celebration of media
  - research talent from a commercial perspective – email [frevel@researchbods.com](mailto:frevel@researchbods.com)





# Commercial

**Thank you to all who made MRG social & professional events in 2019-2020 – we couldn't have done it without our wonderful sponsors.**

- In line with the proposed London 2020 mini conference there may be opportunities for commercial partnerships – please get in touch to discuss.
- Ahead of COVID19 we were also in talks to launch a series of MRG North speaker sessions in 2020. These conversations have stalled but we are looking to pick up in the coming months – one key partner identified but looking for other interested parties to either speak, host or support these events to spread our word beyond the M25
- To discuss a series of new and affordable opportunities to sponsor and support the MRG from a commercial perspective – email [frevel@researchbods.com](mailto:frevel@researchbods.com)



# Communications & Jobs

- Understand new platforms to attract younger members (talk to them!)– start MRG Instagram page (more visual / better for evening / social events)
- Make sure more engagement across all social media platforms – regular updates on what's on – plus interaction / conversations ? ([filtered] Review on papers from MRG punters on Instagram ?)
- Pro-actively find and talk to new 'Movers & Shakers' to highlight industry new hires and promotions
- Promote jobs services - talk to industry how to improve / try to increase number of job postings
- When we go back to 'normal' and face to face evening session – do we keep live stream/zoom for members who can't make it? Make it more accessible for non-London people?

# Social

- We're going online for our socials for the time being
- Virtual quiz night to be scheduled early/mid July: keep an eye out for details
- Looking for innovative online ideas to keep us ticking over in the short term – get in touch with Stef
- Christmas Party to be announced, post London conference, so will be somewhere central