

## MRG TOOLS OF THE TRADE 2021: PROGRAMME (35<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.

The course comprises seven sessions: The first and last evening classes will be at a central London venue. The other sessions will be run via zoom.

Timing wise the first six sessions will run from 5:00pm - 6:30pm and the final afternoon session will be from 2pm – 5pm.

*We will be serving drinks and canapes after the first and last sessions.*

### 1. Overview of research techniques and basic statistics (11<sup>th</sup> October 2021)

- Introduction to the course and feedback requirements. Explanation of MRG membership benefits.
- The building blocks of media research and campaign evaluation
- An introduction to Quant and other types of research
- Statistics and how to tell if your data is fit for purpose

*The MRG committee will host a welcome drinks and canapes from 6.30pm until 7.30pm*

### 2. Digital media (18<sup>th</sup> October 2021)

- Digital data sources: Brand safety/ Ad verification and site centric data
- Overview of digital and how research is used in planning.
- Audience centric data

### 3. Television and Cinema (1<sup>st</sup> November 2021)

- An overview of BARB
- How research is used to promote television
- How agencies plan and buy television and how/research is used in the process
- An overview of cinema data sources and how they are used

### 4. The key consumer surveys (8<sup>th</sup> November 2021)

- TGI
- TouchPoints
- Consumer Surveys in practice

## 5. Published brands (15<sup>th</sup> November 2021)

- Introduction to PAMCo
- Magnetic will describe how research is used to illustrate the strength of news brands and magazine print brands)
- An overview of the publishing planning process.
- Other measurement planning tools:
  - JICREG
  - ABC
  - RAM

## 6. Outdoor and Radio (22<sup>nd</sup> November 2021)

- An overview of Route
- How agencies plan and buy OOH and how outdoor research is used in OOH planning and buying
- An overview of Rajar
- How agencies plan and buy radio and how radio research is used in radio planning and buying

## 7. Modelling, Visualisation, Use of proprietary insight (29<sup>th</sup> November 2021 2-5pm)

### 1. Leveraging and presenting data sources

- Data fusion and integration
- Integration and modelling
- Visualisation the right type of chart tips and tricks

*Tea and coffee*

### 2. Insight in Action

- Media owners' proprietary research. An overview of how media owners use proprietary research to demonstrate the effectiveness and value of their media. Newsworks will show some examples from their own proprietary surveys
- Media agency proprietary research and the use of insight in campaigns and evaluation

*Drinks and canapes networking event from 5pm until 7pm with members of the MRG committee.*

### **The cost for the course is only**

- **£640** for MRG members
- **£695** for non-members - includes MRG membership

Please book via our website at [www.mrg.org.uk](http://www.mrg.org.uk) or if you have any questions about the course please email [alex.maddox@datatile.eu](mailto:alex.maddox@datatile.eu)