

## **MRG TOOLS OF THE TRADE 2021: PROGRAMME (35<sup>th</sup> year)**

This course introduces 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 class will be in central London. The other sessions will be run via zoom.

The first session is from 5.00pm until 6.30. Tea and coffee will be served beforehand. From 6.30pm until about 8pm we will be serving drinks and canapes. Delegates are invited to join us and meet with other delegates, speakers and some of the MRG committee.

The venue for the first session is The Building Society, 55 Whitfield Street, London W1T 4AH.

The next five sessions will run by zoom from 5:00pm - 6:30pm

The final afternoon session will be from 2pm – 5pm followed by drinks and canapes. Venue to be agreed.

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

- 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 types of research and data (John Carroll – GFK)
- Statistics and how to tell if your data is fit for purpose (Corrine Moy – GFK)

Chairs: Alex Maddox and Stef Hryczyn

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

- Digital data sources: Brand safety/ Ad verification and site centric data (TBC)
- Overview of digital and how research is used in planning. (Elizabeth Lane – IAB)
- Audience centric data (Ian Dowds – UKOM)

Chair: Joe Lewis

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

- 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 (Jack Paton - The 7 Stars)
- An overview of cinema data sources and how they are used (Michael Tull – DCM)

**Chairs: Frances Revel and Ruth O'Neill**

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

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

**Chair: Frances Sheardown**

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

- Introduction to PAMCo (Luca Vannini – PAMCo)
- Magnetic will describe how research is used to illustrate the strength of news brands and magazine print brands (Anna Sampson – Magnetic)
- An overview of the publishing planning process. (speaker TBC)
- Other measurement planning tools:
  - a. JICREG (Keith Donaldson – JICREG)
  - b. ABC (Simon Redlich – ABC)
  - c. RAM (Dianne Newman – RAM)

**Chair: Max Willey and Dan Brilot**

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

- 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 Smithers – Posterscope)
- An overview of Rajar (Lyndsay Ferrigan – RAJAR)
- How agencies plan and buy radio and how radio research is used in radio planning and buying (Tara Wilkinson– Radio Centre)

**Chair: Charles Lawrie**

**Monday 2.30 pm to 5.00 pm (29<sup>th</sup> November 2021)**

**7. Modelling, Visualisation, Use of proprietary insight**

**1. Leveraging and presenting data sources**

- TBC
- Data fusion and integration (Michael Curtis and Harry Ullman – RSMB)
- Integration and modelling (Alan Moore - Telmar)

Tea and coffee

**2. Insight in Action**

- Visualisation the right type of chart tips and tricks (Scott Thompson – Publicis)
- Media owners' proprietary research. An overview of how media owners use research to demonstrate the effectiveness and the value of their media. There will be some examples from Newsworks own proprietary surveys. (Denise Turner – Newsworks)
- Media agency proprietary research and the use of insight in campaigns and evaluation (Ruth Chalisey - Mediacom)

**Chair: Alex Maddox and Stef Hryczszyn**

**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)**