



Bring research to life for students

Connect classroom learning with research in the real world.

ONE HOUR ▪ REAL RESEARCHERS ▪ A WORLD OF POSSIBILITIES

Turn curiosity into a career



Your students are already developing skills researchers use every day. The Roadshow shows them where those skills lead.

INSIGHT

Ask questions, explore people's worlds and understand what makes them tick.

VARIETY

Work across different sectors, audiences, topics and research challenges.

IMPACT

Turn evidence and human understanding into products, services, strategies and communications.

"In the world of research and insight there is always something new to learn... it is never boring."
Elizabeth Montgomery, Roadshow volunteer

A career hiding in plain sight



Many students have relevant skills – but may not know research is a career path.

“When I was at university, both at undergraduate and postgraduate level, I never knew about market research as a career.

Because of this, I take part in the Roadshow to change this lack of awareness, and to share my experience for getting into a career as a researcher so that current students know what the possibilities are.”

Nina Hancocks, Roadshow volunteer

Meet the researchers behind the Roadshows



Every Roadshow gives students two different perspectives.

#1 Senior Researcher

Takes students behind the scenes of real projects and shows how research influences organisational decisions.

#2 Early Career Researcher

Shares what it's like to start out in research: their day-to-day work, how they entered the profession and what they have learnt along the way.

For students wondering "could I actually do this?", they get to hear directly from people who have been in the exact same position!

Why universities come back



Universities return year after year, with some hosting multiple sessions within an academic year.

≈ 10

universities book
regularly

"We book the Roadshow because it gives our students a valuable opportunity to engage with industry perspectives beyond the classroom. Students particularly enjoy seeing the diverse range of marketing research career opportunities available and hearing about the unusual research projects that agencies undertake."

**Dr. Ben Siu, Associate Professor in Marketing,
Portfolio Lead – Marketing and Place, University
of Plymouth**

"The session with MRS was a real success, with students commenting that 'we didn't know what types of jobs we could go into'. They particularly enjoyed hearing about the wide range of brands and projects you have worked with. Thank you for sharing your experiences and making such a positive impact."

**Dr Monica Chauhan, Lecturer in Marketing,
University of Wolverhampton**

One hour session. We take care of the speakers



MRS provides the speakers. You provide the route to the students.

MRS will...

- Coordinate the session
- Recruit and organise the speaker team
- Provide one experienced and two early-career researchers
- Work with you to schedule the session

You simply need to...

- Identify a relevant course or student group
- Find an hour in the schedule
- Invite students and manage attendance
- Arrange the virtual or in-person setup

To book, please Email Melissa Coghlan directly:

Melissa.Coghlan@mrs.org.uk

And discover more about the Roadshows here:
<https://www.mrs.org.uk/resources/university-roadshows>