

Research in Action
MRS Summer School



Stand out from the crowd



22 - 26 June 2009

**MRS, 15 Northburgh Street,
London, EC1V 0JR**

Are you looking for a way to develop your research knowledge & skills?

Research in Action provides the perfect solution

This intensive, five-day course combines all of the essential elements to support your development as a research professional. 2009 brings a brand new convenor, Mike Barnes, who will bring energy into the course. The programme will:

- deepen your knowledge of research approaches and techniques
- build your business awareness
- revitalise your research skills
- challenge your thinking

Who is the course for?

Research in Action is an intensive, interactive programme for researchers with 12 months' or more experience in a research-related role.

“ I would recommend any new starter who does not have a strong research background to attend this course, as it gives them a good background in all the facets of research and insight and uses workshop tools to enable attendees to apply the theory to practical examples.”

Caroline Florence, Head of Market and Competitor Intelligence,
Royal Mail who sent a delegate to Research in Action, Summer School, in 2008

How will I benefit from the course?

This course is designed to enable you to:

- expand your skills in analysing research problems
- make appropriate, well-argued choices for the design and conduct of research projects for a wide range of business situations
- understand and apply a range of approaches to the analysis and interpretation of research data
- present findings and recommendations in ways which provide maximum support to the decision-making process
- develop your skills in managing research projects effectively

How will I learn on the course?

Led by a group of highly-experienced research practitioners and trainers, Research in Action encourages learning through practical and group work. All delegates are expected to contribute examples and ideas from their own experience, and evaluate the practical implications of a wide range of ideas.

More information about the new course leaders for Research in Action can be found on the back of this leaflet.

Fees

Members £1665 + VAT

Non-members £2195 + VAT

What's included in the fee?

- All tuition and learning materials for the five-day programme
- An evening social event

How to save money

MRS is offering an early payment discount for all delegates who book onto Research in Action by 1 May. The discount is 10% for both members and non-members.

Early payment

Members: £1498.50 + VAT

Non-members: £1975 + VAT

How can I reserve a place?

By post or fax:

Complete the booking form opposite and send to the address or fax number shown on the form.

Online:

Complete an online booking form at www.mrs.org.uk/training/researchinaction.

NB: Bookings cannot be confirmed without a completed booking form and full payment. Please ensure you read the booking terms and conditions carefully.

Programme: **Research in Action 22 - 26 June 2009**

Monday

22 June

Planning for Effective Research

- Laying the foundations for effective professional learning
- The context for research - understanding how the client organisation absorbs information
- The strategic framework for researching business issues
- Start at the end: Thinking ahead for action

Tuesday

23 June

Using Research to Support Decision Making (1)

- Product development
- Brands and branding
- Research to support your communication strategy

Wednesday

24 June

Using Research to Support Decision Making (2)

- Customer relationships, satisfaction and loyalty
- Segmentation
- New perspectives on data collection
- Expert panel Q&A: 'Any Questions?' research debate

Thursday

25 June

Analysis to Insight: What does it all mean?

- Analysing qualitative and quantitative information - including working with statistics
- Relating findings to the business problem
- Making findings actionable
- Expert panel Q&A: Managing your own professional development

Friday

26 June

The End Game: Getting research actioned

- Influencing stakeholders: How to get your voice heard
- Techniques to embed knowledge
- Gaining buy-in to action

With a focus on interactive learning, the course also offers delegates ongoing opportunities to develop wider professional skills including:

- Presentation skills
- Feedback and evaluation skills
- Management skills

Booking Form:

Research in Action 22 - 26 June 2009

Copy and post or fax to:

The Training Department
The Market Research Society
15 Northburgh Street
London EC1V 0JR

T: +44 (0)20 7566 1873
F: +44 (0)20 7566 1888
E: training@mrs.org.uk
W: www.mrs.org.uk/training

Delegate details

Name(s) _____
Company name _____
Job Title(s) _____
Years in current position _____ Years in market research _____
Address for correspondence _____

Postcode _____ Country _____
Telephone _____ Fax number _____
E-mail _____
How/ Where did you hear about this course? _____

Invoice address

Address for invoice (if different) _____

Postcode _____ Country _____
Telephone _____ Fax number _____

Payment details Please tick/delete as appropriate

Member Membership no _____
 MRS Company Partner Non-Member
 I/we enclose the fee of £ _____ + 15% VAT = Total £ _____
 Cheque/bankers draft (made payable to The Market Research Society)
 Bank transfer (MRS bank details are listed on the right)
 Please invoice me/my company (UK only) Purchase order no _____
 Please debit my credit or debit card
 Visa Mastercard American Express
 Maestro/Switch Issue no _____ Start date _____

Card no _____
Validation code _____ Exp date _____
Cardholder's name _____
Cardholder's address (if different) _____

Cardholder's signature _____
(All credit card charges are billed in sterling at the current rate of exchange)

Booking conditions

I have read and agree to the booking terms and conditions. I confirm that all the given information is correct.

Signed _____ Date _____

Data Protection

The Market Research Society processes the information provided by its members and non-members to enable it to carry out its activities in accordance with its objectives and for its administrative purposes.
We may use the information to tell you about our other products and services. We may also make it available to any other person on request to enable them to contact you for any other purpose than direct marketing. If you do not wish the information to be disclosed in this way, please notify us in writing.
The Society is occasionally approached by other organisations who wish to engage in direct marketing to its customers. If you do not object to the Society disclosing the information it holds for these purposes, please tick this box.

Confirmation

Your booking will be confirmed by telephone and an invoice will be issued as written confirmation.

Members' Rate

Discounted rates are only available for delegates who are fully paid-up MRS members at the time of booking.

MRS Company Partner Rate

MRS Company Partner rates are only available to employees of fully paid-up MRS Company Partners.

Payment

Please note that all invoices must be settled prior to the course date to ensure attendance. MRS reserves the right to reallocate a candidate's booking or to refuse entry where payment has not been received in advance. All bookings from outside the UK must be accompanied by a bank transfer or credit card payment. Cheques and bankers drafts must be in Sterling and should be made payable to The Market Research Society. Please ensure that the total amount includes VAT. MRS bank details:

Barclays Bank PLC, 27 Soho Square, W1D 3QR
Sortcode 20-67-59
Account no. 20618357
Swift Code BARCGB22
IBAN no. GB23 BARC 2067 5920 6183 57

Under UK excise regulations delegates from all countries are required to pay VAT on any course taking place in the UK.

Cancellations/Substitutions

Substitutions may be made in writing at any time. However all cancellations must be made in writing 28 days prior to the start of the course. If a booking is cancelled within the 28 days or if the delegate fails to attend the course, the full course fee is payable.

Transfers

Booking transfer is only available in circumstances of illness. If a delegate is unable to attend a face-to-face course due to illness, a once only transfer will be offered and an administration charge of 25% of the original fee will also be applied. A doctor's note must be supplied and refunds are not available. If that transfer is then cancelled at any time, the course fee remains payable and no other transfers will be permitted.

There may be occasions when changes in programme content, speakers, timing and location have to be made for reasons outside our control.

MRS accepts no responsibility for the opinions of speakers or any other persons expressed on its courses. In the event that MRS has to cancel a course a full refund will be given. MRS accepts no responsibility for any travel arrangements or cost due to cancellation.

Course leaders

Michael Barnes

Michael Barnes has more than 20 years' experience in marketing and market research. He started his career at TSB in central planning and strategy before moving into a development role looking at emerging technologies such as smart cards, biometrics and online banking. In 1996 he joined NatWest's international trade division running product teams for online and offline payment services. At RBS he was asked to rebuild the market research function in the largest of its business divisions, Global Banking & Markets. He established a strong client-side team serving multinational investment banking markets by delivering creative in-house and outsourced research solutions together with a passion for communicating results to a wide range of stakeholders. Michael has a Masters in Marketing and is a Member of the Chartered Institute of Marketing.

Frances Wills

Following a career in research, Frances became a qualified training consultant working for a large global market research agency, conducting training both in the UK and internationally. Now freelance, she specialises in training and coaching for a variety of research companies, and is Joint Chief Examiner for MRS.