



## Criteria for Fellowship

### The Society's Articles of Association state that:

'Fellows shall be persons who have been Certified Members of the Society for not less than five consecutive years, invited to become such by the Main Board and who in the opinion of the Main Board, have professional standing and recognised accomplishment in the fields of market, social or opinion research, insight, marketing sciences or analytics.'

Fellows of the Society shall be entitled to use the designation "FMRS".

The specific criteria under which will guide the Fellows Board in approving submissions for Fellowship for recommendation to the Main Board are as follows:

#### (A) Mandatory Criteria

- Must have been in Certified Membership for not less than five consecutive years and must be a Certified Member at the time of application. *(Including any period as a "Full Member" prior to the re-designation of this category of membership.)*
- Must be, or have been, in employment where market, social or opinion research, insight, marketing sciences or analytics plays a major part in their work.
- Must have held a senior post in their career for at least 10 years.
- Must be prepared to serve MRS if appointed to Fellowship and called upon to do so.

#### (B) Other Criteria

In addition to the mandatory criteria, there is also a requirement for conformity with at least two of the following three criteria:

- To have published work/given lectures which led to greater understanding of market, social or opinion research, insight, marketing sciences or analytics techniques, solutions or other related matters.
- To have made a long term (10+ years) and significant contribution to MRS e.g. via committee work, holding Officer position, training and education etc.
- To have made a significant contribution to market, social or opinion research, insight, marketing sciences or analytics through involvement with other professional bodies or associations (e.g. committee work or holding Officer status), or other organisations or forums where the sharing and development of market, social or opinion research, insight, marketing sciences or analytics knowledge and skills played a significant part.

## **(C) Critical Contribution**

- What has the nominee achieved which could be considered to have made a significant contribution to market, social or opinion research, insight, marketing sciences or analytics?

## **Administration of Fellowship**

- Nomination of candidates for the membership grade of Fellow must be by a current Certified Member or Fellow of MRS. Self-nomination will not be accepted.
- All nominations/submissions and other processes in relation to the grade of Fellow will be handled under 'Private & Confidential' cover by the Managing Director.
- Fellowship will be awarded only once a year, with the final review process by the Fellows Board in March for submission to Main Board in May.
- Retiring Chairs of MRS are automatically awarded a Fellowship at the end of their term of office.
- Serving Main Board members are ineligible for nomination to the Fellowship grade during their term on Main Board.
- Continued Fellowship of MRS and access to Membership Services shall be conditional upon the payment of the annual subscription fee where appropriate.
- At the end of their careers, Fellows can continue to use the designation FMRS on condition of continued payment of the subscription rate for retired members.
- The first name and surname of MRS Fellows, both present and past, are listed on the MRS Website as an acknowledgement by MRS of their exceptional contribution to the profession.

The decision of Main Board is final, and the Society will not enter into correspondence concerning its decision.