Guidance for Nominees
Information needed in the Submission for Research & Data Fellowship

It would be helpful if submissions for Fellowship could be presented under the following headings, where applicable. Details should be as complete as possible, although it is recognised that not all can remember everything in detail.

1. Career to date, giving dates, organisations and job roles/titles.

2. Published work, given lectures, written articles and/or developed professional development materials which have led to greater understanding of market, social or opinion research, insight, marketing and data science or analytics techniques or other related matters. These can include techniques, solutions and industry issues.

   Please state year, title of activity/published work and venue/publisher as relevant.

3. Long term and valuable voluntary contribution to the MRS and/or market, social or opinion research, insight, marketing and data science or analytics techniques, generally such as:

   - Main Board membership/holding officer position.
   - Committee work.
   - Contributions to conference/education/training/events.
   - Papers and other publications not listed under 2.

   Please briefly describe giving dates, activity and nature of significant contribution, impact and achievement. Tell us what you are most proud of.

4. Important voluntary contribution to market, social or opinion research, insight, marketing and data science or analytics through involvement with other professional bodies or associations or other charities, organisations or forums where the sharing and development of market, social or opinion research, insight, marketing and data sciences or analytics knowledge and skills played a significant part. This could include:

   - Main Board membership/holding officer position.
   - Committee work.
   - Contributions to conference/education/training/events.
   - Papers and other publications not listed under 2.

   Please briefly describe giving dates, activity and nature of significant contribution, impact and achievement. Tell us what you are most proud of.

5. Important contribution to the development of innovative/useful data source and tools by creating or co-creating a research tool/technique or data source that is innovative and/or useful and has contributed to the advancement of the research and analytics sector beyond pure commercial benefits.

The value/utility of the source, tool or technique needs to be clearly demonstrated (e.g. personal value, societal value, etc). This can include third party verbatims/supporting statements about the value.

6. Leadership in promoting and championing the use and value of research, insight, data or analytics in business decision-making. This might include demonstrating how insight has consistently been used to drive and support business strategy or policy development; promoting the value of research/analytics beyond the sector; being a recognised influential voice for research, insight & analytics.

Please provide examples of what this leadership and influence has done for the furthering of the research and analytics sector. Please provide links if this includes published materials including social media.

7. Open Criteria

Contribution to market, social or opinion research, insight, marketing and data science or analytics in another way (not addressed by the other criteria 1-5).

Please provide evidence to demonstrate why this contribution merits consideration for Fellowship.

8. Willingness and ability to serve the MRS as an ambassador, if asked to do so and to continue contributing to the work of the MRS. This entry should suggest in what way(s) you would be able and willing to undertake this.