



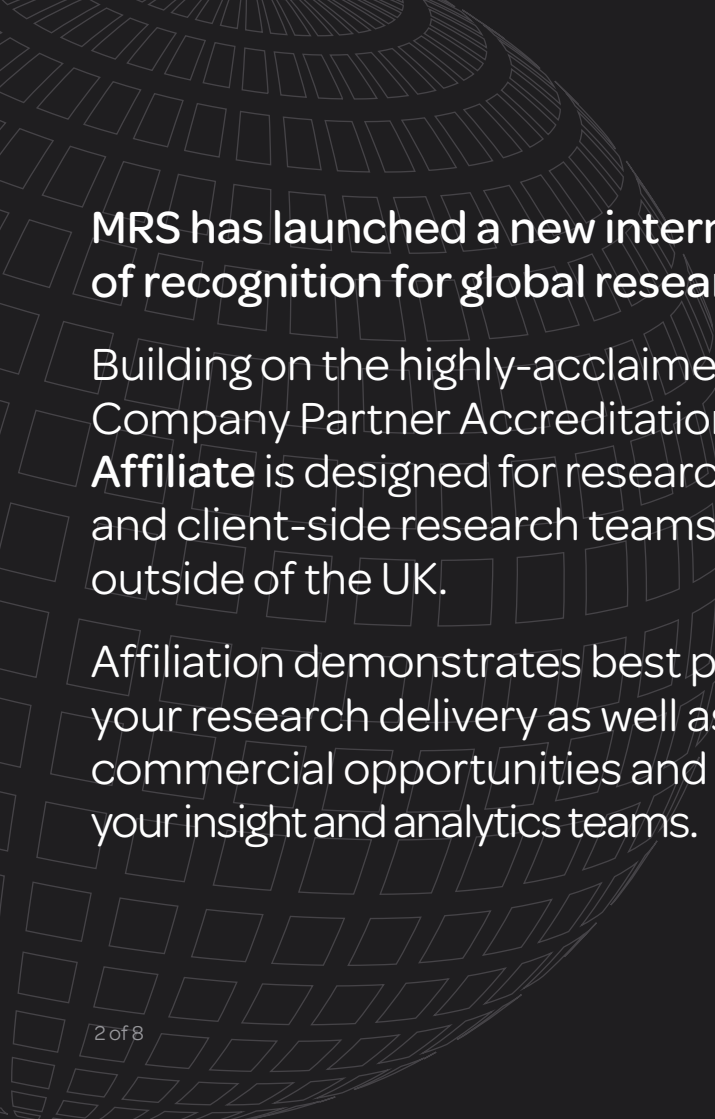
NEW for 2020

MRS International Affiliate

Global recognition for
research excellence

Agencies and client-side teams





MRS has launched a new international mark of recognition for global research businesses.

Building on the highly-acclaimed MRS Company Partner Accreditation, **International Affiliate** is designed for research organisations and client-side research teams operating outside of the UK.

Affiliation demonstrates best practice of your research delivery as well as increasing commercial opportunities and the skills of your insight and analytics teams.

Global
insights
market



\$80 billion

MRS Affiliation

MRS is the leading and most experienced professional research regulator in the world. We work with the UK government as the sector's regulator and with privacy regulators internationally on Fair Data.

Our unequalled policy record driven by expert provision to other international research organisations, representation on ISO committees and leadership of consensus thinking is combined with the best recognised and longest standing research qualifications along with a world-renowned training programme.

World leading qualifications and training at discounted prices

Bespoke training design and consultancy on creating and upscaling capability and capacity

Easy-to-use CPD scheme utilising MRS significant knowledge bank and assets

Research Buyers Guide entry a position in one of the world's richest research markets both national and international via the UK's leading directory

Core employee benefits with best practice webinars, case studies, standards information and advice

Key skills for researchers

=

Storytelling,
Data analysis,
Commercial knowledge

Global benefits of Affiliation

Over a third of UK research revenues are international – International Affiliation places your organisation in the middle of one of the most vibrant research markets worldwide.

Part of the international triumvirate partnership of US, Australia and UK and a founder of the Global Research Business Network (GRBN), MRS offers your organisation a passport to a global market as well as world-leading qualifications and training, entry into the Research Buyers Guide and employee benefits including CPD.

We know, from our unique position as a regulator that national laws and policies are all different.

We hold UK practitioners to the highest standards of ethical and legal behaviour. International affiliates are expected to support their local research association to ensure standards in their national market are upheld and promoted.

80 courses
on research,
analytics and
commercial
skills



International Affiliate **Benefits**



International mark of excellence

Display the International Affiliate logo and benefit from the international network of research regulators.



Virtual training and development programme

Over 80 courses covering qualitative and quantitative research, storytelling, data analysis and commercial skills.



World leading qualifications

The Certificate in Market Research and Advanced Certificate in Market and Social Research – both assessed online.



Online specialist conferences

Client case studies in sectors including FMCG and finance plus latest research methodology on behavioural science and analytics



Standards expertise

Our Policy and Standards experts assist on Code of Conduct and data privacy queries through Codeline.



Free employee benefits

Employees get access to webinars, award case studies and guidance on the latest research best practice.



Research Buyers Guide

Discounted entry to the UK's definitive buying guide used by big name clients seeking accredited research providers.

International Affiliation **How to qualify**

To qualify as International Affiliate your organisation will need to employ at least one MRS Certified Member.

You will undergo the process of signing the MRS quality commitment to formalise your adherence to research best practice.

Our business development team will work to design a specialist package for you which covers the core package plus a range of flexible benefits including training, qualification, event tickets and policy support.

For research agencies or client organisations with a strong UK presence, you can opt to have full Company Partner Accreditation for your UK business.

Over 2,000
professionals
trained
each year



	International Affiliate Overseas only	Company Partner Accreditation Overseas and UK	Company Partner Accreditation UK only
Based on the location of insight teams	Organisation is based outside of the UK entirely	Offices both in the UK and overseas	Head office/main office is based in the UK
Process of signing up	Main overseas office / insight team commits to quality At least one MRS member in the main team	UK office signs up the quality commitment form with MRS members in both UK and overseas offices	UK head office / insight team commits to quality with required number of MRS members
Core package	<p>Core benefits package: Code advice, recognition, and employee benefits</p> <p>Tailored online benefits: Training, conferences and webinars</p>	<p>Core benefits package: Code advice, recognition, and employee benefits</p> <p>Tailored online benefits: Training, conferences and webinars + face-to-face networking events, training and conferences for UK employees</p>	<p>Core benefits package: Code advice, recognition, and employee benefits</p> <p>Tailored online benefits: Training, conferences and webinars + face-to-face networking events, training and conferences for UK employees</p>

Market Research Society
The Old Trading House
15 Northburgh Street
London EC1V 0JR

E: Company.Partners@mrs.org.uk

T: +44(0)20 7566 1810

www.mrs.org.uk

