

2020 edition

# MRS Learning & Development

Training in research, insight and analytics





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There are many routes to brilliance. See the MRS **career tree** for the best branches to upskill both you and your teams.

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**“A thoroughly relevant and interactive approach to learning.”**

Sarah Plastow  
Research Manager, RSM UK  
MRS Member (MMRS)

Feedback

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**“Empowers insight teams to influence organisations to positively improve the customer experience.”**

Jillian Ellis  
Insight Development Analyst,  
Medical Protection Society  
MRS Member (MMRS)

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**“Our trainers were personable, funny, honest and experienced.”**

Chris Doel  
Marketing Research and Database Executive,  
Cardiff Metropolitan University

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**“Great and very beneficial to my day-to-day work.”**

Helen Blair  
Research Manager, Ipsos MORI  
MRS Accredited Company Partner

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**Get fresh ideas.**  
**Get inspired.**  
**Get ahead.**

**Long at the forefront of professional development for the insight and data analytics sector, MRS offers the widest range of learning and development opportunities in the UK field. Our courses are led by the best in the industry and attended by over 2,000 practitioners a year.**

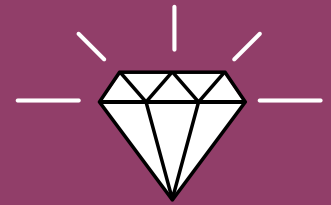
With technology and research evolving at such a breakneck speed, we work hard to ensure our programme keeps up with the pace. Our 2020 courses provide countless opportunities to engage with the latest in emerging technologies, methodologies, leadership and insight. And of course, there are also lots of routes for brushing up on the basics and refreshing existing skill sets.

No matter what stage you're at in your career, we can help you to take things to the next level. Creating, insight and data experts is what drives us.

**Teresa Gaio**

Training & Development Manager

# New for 2020



Last year, we asked our members as well as research, insight and data analytics professionals, to tell us what they wanted from MRS Learning & Development in 2020. What were their biggest skills challenges? What was keeping them awake at night?

As a direct result of this consultation we've introduced 13 new courses this year covering analytics, ethics and behaviour change. We're committed to future proofing research professionals - evolving alongside a changing world and a changing sector.

 New for 2020

For further details on our new courses look out for the above logo.

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**Introduction to Big Data & Analytics**  
26 February

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**Mastering Data Analysis in Excel**  
19 March

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**Neurosciences**  
23 March

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**How to Understand and Visualise Data with SPSS**  
28 April

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**Desk Research 2.0**  
29 April

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**How to be Insightful**  
14 May

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**MRS Code of Conduct, Legislation and Ethics**  
19 May

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**Women in Leadership: Inspiring Positive Change**  
21 May

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**How to Design for Behaviour Change**  
1 June

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**Strategic Management**  
22 June

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**Understanding and Visualising Data with Python**  
29 September

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**Project Management Masterclass**  
1 October

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**Effective & Agile Leadership Skills**  
2 December

# Core courses

**Teresa Gaio**

Training & Development Manager

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## Introductory

### Introduction to Market Research

1 April, 28 September

This course is the perfect introduction to the world of market and social research, providing the core foundations of the knowledge and skills needed for successful research.

#### Ideal for

- ▲ Support staff
- ▲ Field workers
- ▲ First time researchers

#### Key learning outcomes

- ▲ Understanding research objectives
- ▲ Intro to qual and quant
- ▲ Turning data into findings

## Core Research Skills

### Data Privacy in Research

6 October

Ensure that your research practices comply with the EU General Data Protection Regulation (GDPR).

### Introduction to Qualitative Research

21 April, 12 October

Understand the role, basic methods and skills of qualitative research.

### Introduction to Quantitative Research

5 May, 16 November

Understand the role, basic methods and skills of quantitative research.

### Desk Research 2.0

29 April


Discover how to use desk research for competitor analysis and sector profiling.

 New for 2020

### MRS Code of Conduct, Legislation and Ethics

19 May

Learn practical skills to have difficult conversations around ethics, learn how to say 'no' to clients and practice your advisory skills.

 New for 2020

**“The trainer was really patient and flexible about diving deeper into areas the group was most interested in, immensely helpful!”**

Yannie Fu

Research Manager,

Airbnb Research Manager

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# Research specialisms

## Quantitative

These core courses will help you move up the career ladder and provide more experienced practitioners with opportunities to learn new or specialised approaches.

### Statistics

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#### Introduction to Statistics

9 March

Understand the basic methods of statistics and sampling within a research context.

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#### Advanced Statistical Techniques

7 July, 11 November

Understand a wide range of advanced statistical techniques to match business to research methods.

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#### Statistical Methods Masterclass

(2 day)

6 - 7 May, 3 - 4 December

Gain greater experience and confidence in using statistical techniques in research data.

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#### Econometric Modelling and ROI

13 October

Understand econometric modelling and how to calculate the ROI of research activities.

### Quantitative Research

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#### Essentials of Quantitative Research

(3 day)

9-11 June, 20-22 October

Gain a full understanding of the quantitative process from briefing to final presentation.

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#### Quantitative Analysis

26 June, 25 September

Apply the principles and techniques of effective interpretation of quantitative data.

### Questionnaire Design

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#### Questionnaire Design

25 March, 23 June, 24 September, 30 November

Understand and apply the principles of effective questionnaire design.

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#### Advanced Questionnaire Design

4 March, 13 July, 5 November

Extract more insight from questionnaires using advanced techniques.

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#### Survey Sampling and Related Techniques

12 June

Learn about statistical reliability, sample sizes, significance testing and survey weighting.

**“Fascinating, informative and eye-opening!”**

Holly Coe

Regional Director of  
Consumer Research EMEA, Mintel  
MRS Member (MMRS)



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# Research specialisms

## Qualitative

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### Qualitative Research

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**Essentials of Qualitative Research**  
(3 day)

**2-4 June, 17-19 November**

Gain a full understanding of the qualitative process from briefing to final presentation.

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**Effective Depth Interviewing**

**17 March, 7 October**

Develop effective interviewing skills in a range of qualitative situations.

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**Qualitative Analysis**

**18 March, 7 December**

The principles of effective analysis and the interpretation of qualitative data.

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**Advanced Thinking in**

**Qualitative Research**

**10 July, 9 December**

The latest techniques and advanced methodologies for effective qualitative research.

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### Moderating

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**Introduction to Moderating**

**6 March, 17 July, 27 November**

Maximise potential as a moderator by building confidence and key skills.

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**Moderating Masterclass**

**27 March, 16 October**

Master and refine the range of techniques for moderating focus groups.

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### Semiotics

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**Semiotics Made Practical**

**13 May**

Learn the ins and outs of semiotics in the research process and how to apply semiotics effectively.

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**Advanced Semiotics Masterclass**

**30 September**

How to decode and reconfigure brand communications in their cultural context.

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### Online Qualitative Research

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**Online Panels and Communities**

**23 April, 3 November**

Understand the full range of online research techniques for panels and communities.

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**Online Qualitative Techniques**

**17 June**

Understand the full range of online research techniques used in today's qualitative research.

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**Social Media in Market Research**

**9 July, 10 November**

Learn how social media is changing the practice of research and how to take advantage of this.

# Insight

Transform your insight team. Learn the power of storytelling and turn information into a meaningful and persuasive narrative with our wide range of insight training.

## Storytelling

### Finding the Story in the Data

3 March, 8 July, 12 November

Apply a commercial approach and develop your communication skills to improve storytelling.

### Unlock the Story - Commercial Storytelling for Researchers (2 day)

5 & 12 March, 25 June & 2 July, 2 & 9 November

Apply a commercial approach to your communication and consulting skills.

### Creating Videos for Storytelling in Research

16 June, 4 November

Bring data and insight to life with this 'one stop shop' on creating professional and engaging short videos.

### Narrative by Numbers

22 April

Simple and effective rules of data-driven storytelling that help tell more compelling, evidence-based stories.

## Insight

### Putting Insight at the Heart of your Business

19 October

Provides the skills to analyse business effectively and the forces that impact them.

### Facilitating Action from Insight

25 February, 21 September

How to improve the effectiveness of insight beyond delivery of results and transform insight into commercial ideas.

### Insight-Driven Innovation

24 March

A practical course providing the skills to deliver innovation projects.

### How to be Insightful

14 May

Provides a deeply practical framework to generate more powerful and impactful insights to drive innovation.

 New for 2020

### Infographics and Insight Visualisation

27 February, 14 July, 25 November

Design informative infographics for research projects and marketing.



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## Psychological Research

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**Introduction to Behavioural Economics****23 November**

Discover how to leverage behavioural economics in analysis to deliver more impactful recommendations.

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**Neurosciences****23 March**

Enjoy an exploration of the neurosciences, an increasingly important field within research and insight..

 New for 2020

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**The Science of Behaviour Change****2 March, 14 October**

Learn to apply insights from behavioural science to understand and influence people's behaviour in real time.

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**Consumer Psychology****20 April, 8 October**

Delve into the minds of consumers using techniques from psychoanalysis, social psychology, behavioral economics and neuroscience.

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**How to Design for Behaviour Change****1 June**

A hands-on design sprint learning how to apply the latest in behavioural science and design thinking.

 New for 2020

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**Customer Experience****- Understanding and Improvement****5 June**

Learn the value of optimising the customer experience through assessment.

# Routes to brilliance



Map out the route that matches your ambition - become a specialist in a specific field or just the best practitioner you can be. Whatever your career aspirations are, there's a path to grow faster with MRS Learning & Development.

- ▲ Client Relationship Management
- ▲ Advanced Consulting Skills
- ▲ Effective Advertising Evaluation
- ▲ Thinking Creatively
- ▲ Creative Writing
- ▲ Presentation Skills
- ▲ Win New Clients

## Business

## and Business

- ▲ Analyse Data with Python
- ▲ Using R in Data Analysis
- ▲ Data Science Analytics
- ▲ Machine Learning
- ▲ Introduction to Big Data
- ▲ Analyse Data with SPSS
- ▲ Mastering Data with Excel

## Data analytics

### Quantitative Research

- ▲ Essentials of Quantitative Research
- ▲ Quantitative Analysis

### Questionnaire Design

- ▲ Questionnaire Design
- ▲ Advanced Questionnaire Design
- ▲ Survey Sampling Techniques

## Quantitative

### Statistics

- ▲ Introduction to Statistics
- ▲ Advanced Statistical Techniques
- ▲ Statistical Methods Masterclass
- ▲ Econometric Modelling and ROI

## Specialisms

Quantitative Research  
 Qualitative Research  
 in Research  
 Research 2.0  
 of Conduct

## Research Skills

## Market Research

# Data analytics

Creating future insight experts isn't just about 'big data', it's about the facilitating the right knowledge, methodologies and technical skills. Our range of analytics courses equip you for the future of insight.

## Data analytics

### Understanding and Visualising Data with Python

**29 September**

Offers an introduction to Python while creating data visualisations.

 New for 2020

### Using R in Data Analysis

**27 April**

Discover how to use R, make data analysis more efficient and how to use it in day-to-day working.

### Data Science Analytics

**20 May, 24 November**

A comprehensive introduction to data science providing the core ways to make the most of data science tools.

### Applying Machine Learning to your Data

**15 October**

Understand machine learning and how to develop computer programmes that can learn from data.

### How to Understand and Visualise Data with SPSS

**28 April**

Learn how to work with SPSS Statistics, a powerful tool for running and visualising research data.

 New for 2020

### Mastering Data Analysis in Excel

**19 March**

Learn how to make better use of this powerful tool to navigates, collate and prepare data for advanced analysis.

 New for 2020

### Introduction to Big Data & Analytics

**26 February**

Dive into big data, behavioural panels, Google trends, machine learning voice, image analytics and data integration.

 New for 2020

In 2019, MRS launched ADA – the data analytics support package to help shape the skills of insight practitioners. With a range of specialist products and services, ADA helps build the knowledge, skills and connections needed for today's research and analytics professionals.



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**Training courses**

a growing range of skills-based analytics training



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**Innovation in Data Analytics Award**

a key entry in the MRS Awards programme



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**Company Partner**

Accreditation for organisations delivering effective analytics



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**The ADA network**

A specialist network for advanced analytics practitioners



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**News and insight**

Comment and coverage in Research Live and Impact



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**Analytics events**

Specialist analytics conferences, webinars and events



# Leadership and business

Being a professional in today's fast-paced environment means having the right leadership and commercial skills to manage teams and win new clients. Improve your impact with our range of business courses.

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## Influence and Impact

**23 September**

Evaluate personal impact to increase influence and business effectiveness.

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## How To Win New Clients

**18 June**

Discover this unique sales training programme for research professionals.

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## Advanced Client Relationship Management

**16 March**

Gain the commercial skills to retain and manage business relationships effectively.

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## Advanced Consulting Skills Masterclass (3 day)

**4, 11 & 18 May**

Go beyond client servicing to uncover the processes and consultancy skills vital to contribute to business success.

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## Project Management Masterclass

**1 October**

Gain a strong understanding on how to plan, execute, control and project manage the work of teams.

 New for 2020

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## Women in Leadership: Inspiring Positive Change

**21 May**

Designed to enable women working in the sector to develop and contribute their unique qualities and evolve as leaders.

 New for 2020

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## Crafting and Designing Presentations

**22 September**

Create client presentations that convey the facts of the story perfectly with greater impact.

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## Presentation Delivery Skills

**24 February, 15 July, 26 November**

Increase confidence in delivering high-quality client presentations.

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## Creative Writing for Researchers

**16 July, 1 December**

Interactive workshop on creative writing and storytelling for better reports in a research context.

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## Effective Advertising Evaluation

**24 June**

How to decode and reconfigure brand communications in their cultural context.





## Summer School

29 June – 1 July

The three-day 'hot house' Summer School is designed for talented young execs to increase their research and insight knowledge.

Run by sector experts and held every summer at our Central London venue, the Summer School is aimed at research and insight staff with one or two years' experience. With compelling sessions on segmentation, brand strategy, messaging and statistics, it is often a complement to an organisation's development programme.

### Day 1:

- ▲ The End Game: getting research actioned
- ▲ The changing world of customer relationships

### Day 2:

- ▲ Applying statistics to research
- ▲ New perspectives on research

### Day 3:

- ▲ Communicating the message
- ▲ A strategic framework for business issues



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## Thinking Creatively in Research

6 July

Develop creative competence and learn new ways to think.

## Strategic Management

22 June

Create winning strategies and increased capacity to generate immediate and long term results for teams.

 New for 2020

## One Day MBA

30 April, 8 December

Gain valuable insight course into the key drivers of organisational success.

## Coaching and Communication Skills for Senior Researchers


5 October

Develop stronger relationships with colleagues and clients by honing your coaching and conversation skills.

## Effective and Agile Leadership Skills

2 December

Enables practitioners to build and lead engaged, and high performing teams.

 New for 2020

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# Qualifications

MRS qualifications are globally recognised as the highest level of achievement in the sector. Developed with leading employers, and delivered by a range of accredited centres, they equip practitioners with the expertise to excel in insight.

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## MRS Certificate in Market Research

Enables candidates to develop a basic understanding of the principles underpinning the research process, and the tools required to carry out key research tasks.

### Ideal for:

Those working in a wide range of sectors who may need to understand and use research for their role, as well as students studying business-related subjects.

### Key Learning Outcomes:

- ▲ The basics of market research
- ▲ The tools used in market research
- ▲ Working with data

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## MRS Advanced Certificate in Market and Social Research Practice

Enables candidates to develop a clear practical understanding of the principles underpinning all stages in the research process, and to develop the skills required to enable them to design and carry out key research tasks.

### Ideal for:

Those who have just entered or are seeking to enter the research profession, working in the areas of commercial market and/or social research.

### Key Learning Outcomes:

- ▲ The research context - the setting in which research takes place and the ethical principles that underpin the research process
- ▲ The research project - the specific skills and understanding required to develop each stage of a research project.

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## MRS Diploma in Market and Social Research Practice

Enables candidates to examine thoroughly the principles underlying a wide range of research practice, and to design and evaluate research based on a firm understanding of these principles.

### Ideal for:

Experienced practitioners working in the areas of commercial market and/or social research, either within research agencies or client-side research departments.

### Key Learning Outcomes:

- ▲ Information and research for decision-making
- ▲ Research ethics and legislation
- ▲ Marketing and social research in context
- ▲ Research methodologies
- ▲ Presenting and evaluating information

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# In-company training

Is your organisation equipped to face the challenges of 2020 and beyond? We have a long-established reputation for designing and delivering high quality training in-house.

Whether you want a well-established course delivered at your venue, or an entirely new training programme managed from start to finish, MRS can tailor a solution to meet your specific business needs. We regularly deliver bespoke courses for large research agencies and to client-side insight teams, in both the private and public sectors.

All courses in the MRS training programme can be offered as part of a bespoke in-company package. We can develop, adapt or combine them to ensure your staff get the training that is right for your business. Real projects from your organisation can also be used to make the learning experience as relevant as possible.

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## Our courses come to you

Flexible, timely and cost effective

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## Tailored content

We include only what's relevant to your team and your needs

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## Value for money

Save on costs by training groups rather than individuals

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## Reduced admin

MRS manages planning and delivery from start to finish

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## Range of courses

Largest range and number of courses in the sector

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## Consistency

Train your teams to the same level, with the same techniques

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## Performance

Build a confident, motivated team with up-to-date skills and knowledge

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## Teresa Gaio

Training & Development Manager

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**“Our internal training programme, The Academy, provides a structured, detailed and relevant scheme of training, and by working closely with MRS we guarantee its delivery to the highest standards. MRS offers a vital source of training in areas relevant to our sector, with trainers who are clearly experts in their field”**

**Anna Roberts**

Team and Resource Coordinator,  
Breaking Blue  
MRS Accredited Company Partner

# Membership

Become an MRS member to demonstrate your commitment to research excellence, elevate your professional status and be part of a network of 5,000 exceptional professionals.

## Gain professional recognition

MRS membership demonstrates that you work to the highest professional standards. You prove your standing with designation letters demonstrating that you abide by the MRS Code of Conduct. Plus you can keep proving your competence with our CPD programme.

### Recognition

Post nominal letters

### Membership Mark

Right to use the Membership Mark

### MRS Code of Conduct

Best practice regulation

### CPD

Track your progress online

## Connect and share ideas

Be part of an active network with our extensive programme of events including conferences, Speaker Evenings and regional events, plus connect with others via our online Member Directory. There are also a wide range of specialist groups to get involved with.

### FREE Speaker Evenings

8 expert events a year

### Conferences, awards and parties

Attracting agency and client side

### Sign up to network groups

Including ADA and &more



Professional recognition



A connected network



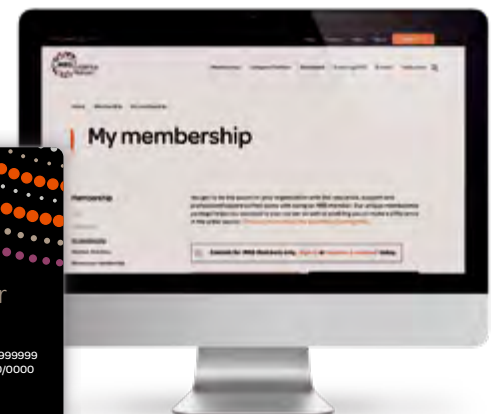
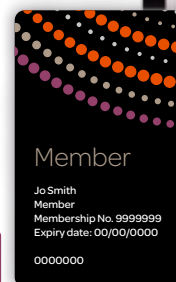
Improved knowhow



Career expertise

 Join MRS

Search





“MRS exists to help all of us drive best practice and raise standards. Membership of MRS ensures that you are a part of the bigger picture, part of a network of best practice, striving for deeper insight and the greater good.”

James Endersby  
Chief Executive of Opinium

### Improve your knowhow

Be the expert in your organisation with the resources that comes with membership. Tune into the Professional Webinar series complemented with 50 e-books in the online Knowledge Centre. Plus receive Impact magazine and 30% off MRS training.

### FREE professional webinars

Learn from experts, authors and business leaders

### Knowledge Centre

50 e-books, videos and articles

### Training discounts

Up to 30% off our courses

### Codeline

Get advice from our experts

### Impact magazine

With a refreshed design and content

### Build a career passport

Membership supports you and your team at all stages of a research and insight career. Members can sign up to specialist mentoring with a senior research expert and get regular updates with MRS News. And if you need to recruit turn to the specialist jobs board for the sector.

### Mentoring

For each stage of Members' careers

### Research Jobfinder

The specialist jobsite for insight

### Sector news

MRS News monthly



The award-winning Impact magazine is delivered directly to members each quarter.

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# Training centre

Situated at MRS headquarters, in London's Clerkenwell, our training centre is a short walk from both Barbican and Farringdon Underground stations, and is surrounded by excellent hotels, restaurants and bars.

Our centre underwent a full renovation last year to provide state-of-the-art training facilities.

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Learn in a comfortable, air-conditioned environment

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Escape distraction with concentrated training

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Stay connected with free Wi-Fi access

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Take advantage of the great coffee and delicious lunch

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Learn from expert practitioners and development professionals

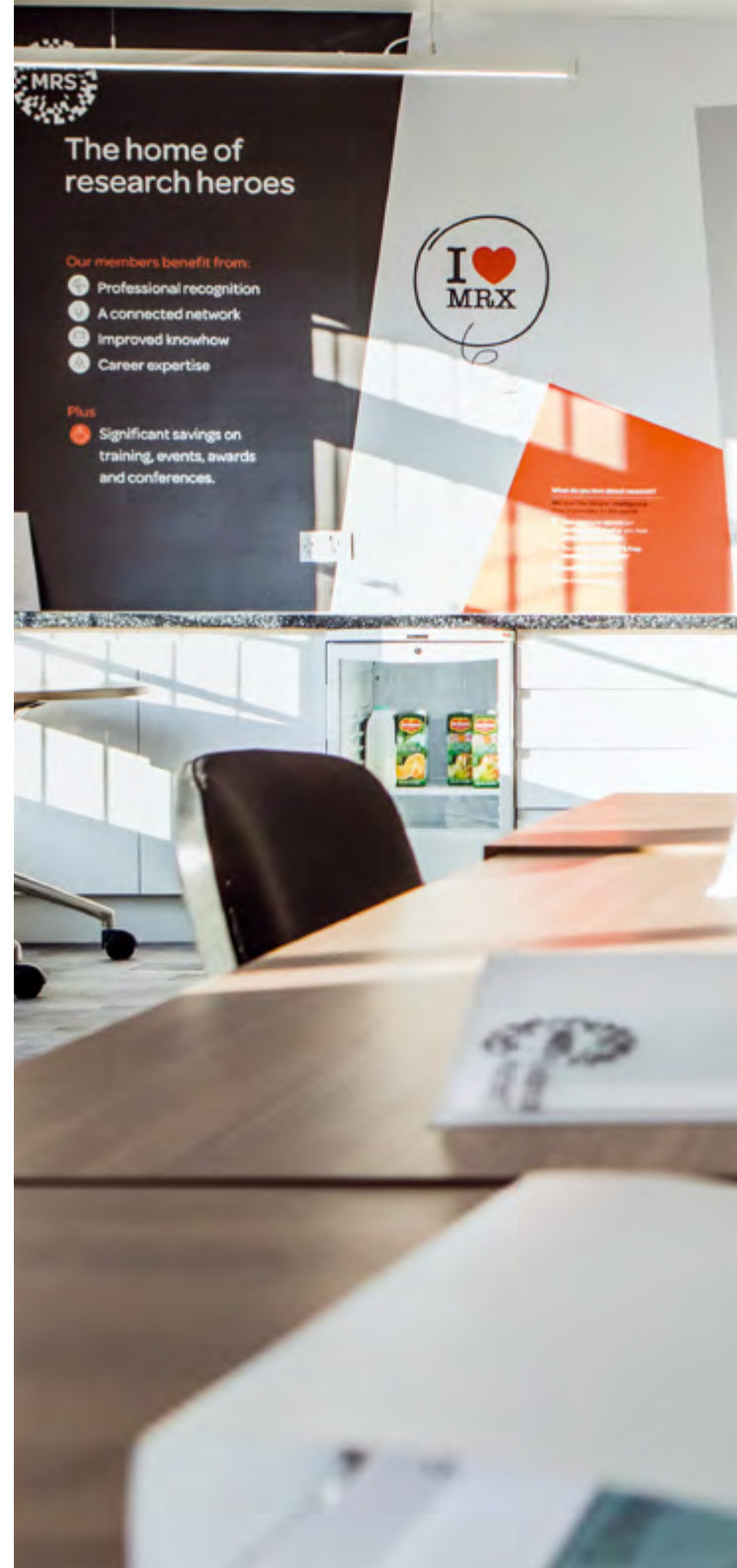
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Network and interact with other delegates

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Enjoy the face-to-face benefits of working with course leaders

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## Historical heroes

### First chairman

#### Dr Henry Durant 1902 - 1982

Born in Birmingham, built East London House. Durant was the architect of East London.

A graduate of London University, Durant was the British Council's first chair in 1947, and was awarded the CBE in 1967.

In 1971 he founded the East London Community Trust, securing the building that is now the East London Centre. He is buried in the East London Cemetery, Regent's Park.

Dr Durant was the first chairman of ELLC from 1982 to 1986. His family lived in the East London Centre until the late 1980s. Durant was a member of the East London Community Trust until his death in 1982.

For more information on the East London Centre, visit [www.eastlondoncentre.org.uk](http://www.eastlondoncentre.org.uk)



### First female chair

#### Ellen Cole CBE 1925 - 2004

A graduate of London University, Ellen Cole was the first female chair of the British Council in 1971.

She was awarded the CBE in 1991. She was a member of the East London Community Trust until her death in 2004.

For more information on the East London Centre, visit [www.eastlondoncentre.org.uk](http://www.eastlondoncentre.org.uk)



### The other Henry

#### Henry Lyall 1888 - 1959

A graduate of London University, Lyall was the first chairman of the East London Centre in 1947.

He was awarded the CBE in 1967. He was a member of the East London Community Trust until his death in 1959.

For more information on the East London Centre, visit [www.eastlondoncentre.org.uk](http://www.eastlondoncentre.org.uk)

Lyall was a member of the East London Community Trust until his death in 1959.

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### People of interest

#### Professor Andrew Ehrenberg

Member of the East London Centre's Advisory Committee. Professor Ehrenberg was the first non-British member of the East London Centre in 1982.

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