



**Become
an expert
and a leader**

MRS Training 2018





75

different courses

450

CPD hours

£280

potential savings
for MRS Members

Contents

MRS Training	4
New for 2018	5
Training Track	6
Data Analytics	8
Core Skills: Qualitative	10
Core Skills: Quantitative	12
Core Skills: Insight	14
Specialist Skills: Specialisms	16
Specialist Skills: Business	18
Bespoke Company Training	20
Summer School	21
Qualifications	22
Membership	24
Training Suite	26

MRS Training

Each year we help over 2,500 research and insight professionals to advance their knowledge, widen their skill set and fulfil their potential.

We have the largest range and number of training courses in the sector, all led by highly experienced trainers who are experts in their field. Our extensive portfolio covers the core disciplines such as qualitative and quantitative, data analytics and insight.

Crucially, as the sector evolves so too does our programme. To support the researcher of the future, we offer specialist courses covering social media, neuroeconomics and consumer psychology, as well as more general business skills like presenting and managing people. We also have a long-established reputation for designing in-company packages for both agency and client-side organisations.

Whether it's for you or for your team, MRS Training will help you to take things to the next level. Our focus is to create the experts and leaders of tomorrow.

New for 2018

GDPR and Data Privacy in Research

8 February, 13 March,
21 May, 18 September

The latest on data protection law to ensure that your research practices comply with the new EU General Data Protection Regulation (GDPR).

Understanding Cyber Security and Data Protection ISO27001

16 March

Understand the steps that organisations can take to ensure that data is securely collected, stored and accessed. Critical for the new GDPR.

Boosting Innovation and Brand Value

23 April

The workshop to gain insight into client motivations and how to build purpose for individuals, teams and brands.

Conducting Desk Research Effectively

16 April

Discover the value of desk research as a. Learn how to use it for market monitoring, competitor analysis, sector profiling, and background information.

Insight - What is it and how do you acquire it?

3 May

Understand the real nature of insight and how to prepare for an insightful project, strengthening insight tools through practice.

The Science of Behaviour Change

22 May

Apply the insights and lessons from behavioural science to better understand and influence people's behaviour in the real world.

Creating a Good Focus Group

25 May

Provides a model called the Group Compass and a set of 'symptoms' for diagnosing a group with suggestions for moving towards a fruitful conclusion.

Psychology – What Is It and Why Does It Matter?

29 June & 5 July

Understand the social, cognitive and psychodynamic schools of psychology to add depth and value to qualitative projects.

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872



Social Insights Digital Marketing

6 July

A range of practical exercises and tutorials to deliver impactful social digital insights and draw an audience into deeper and more detailed insights.

Advanced Consulting Skills Masterclass

17 & 24 September, 1 October

Go beyond client servicing and insight practice to cover the processes and consultancy skills vital to make a valuable contribution to business success.

Training track



MRS supports practitioners at all stages of their career and development. We have mapped out the major stages in a research and insight career identifying the key training, qualifications, networks and membership you and your team can benefit from with MRS.

	New to Research and Insight <small>Under 30 or starting out in a research career</small>	Professional <small>Working at a senior exec to manager level</small>
	Role type Research Executive, Business Student Undergraduate Postgraduate Researcher, Junior Researcher Qualitative/Quantitative Researcher Fieldworker	Job type Senior Research Executive Research Officer Research Manager Planner Project Manager Academic, Statistician Strategist, Analyst
	Essential Training Introduction to Qualitative Research page 10 Introduction to Quantitative Research page 12 Introduction to Statistics page 12 Introduction to Market Research page 22	Essential Training Negotiation Strategy in Market Research page 17 Commercial Storytelling for Researchers page 18 Essential People Management Skills page 18 Leadership Skills page 19
	Essential Qualifications MRS Certificate in Market and Social Research Practice page 22	Essential Qualifications MRS Advanced Certificate in Market and Social Research Practice page 23 MRS Diploma in Market and Social Research Practice page 23
	MRS Membership & more young researchers network <input type="text" value=" &more"/> <input type="button" value="Search"/>	MRS Membership Member (MMRS) <input type="text" value=" MRS Membership Grades"/> <input type="button" value="Search"/>

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872

Senior Professional

A senior manager responsible for commercial targets

Job type

Research Manager
Head of Research
Business Development / Marketing Manager
Associate Director, Consultant
Senior Scientist / Academic
Senior Strategist
Senior Analyst

Sector Leader

A leader and expert in research, insight or analytics

Job type

Consultant
Director
Managing Director
CEO

Essential Training

Advanced Consulting Skills Masterclass  page 17
Coaching and Communication Skills for 
Negotiation Strategy in Research page 17
Senior Researchers page 17
Advanced Client Relationship Management page 18

Essential Training

One Day MBA page 19
Nailing the Business Issues page 19
Influence and Impact page 19
Bespoke Company training page 20

Essential Qualifications

MRS Diploma in Market and Social Research
Practice page 23

Essential Qualifications

MRS Accredited Masters Degree page 23

MRS Membership Certified (CMRS)

MRS Membership Fellow (FMRS)

Data analytics

Spotlight

UK investment in data analytics is expected to rise to £25bn in the next three years*. Blending data science with research is now critical for organisations and insight professionals. Are you and your team ready?

Questionnaire Design

7 February, 9 May, 12 July,
9 October, 5 December

Understand and apply the principles of effective questionnaire design.

Statistical Methods Masterclass

20-21 February, 3-4 July

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

Advanced Segmentation Masterclass

28 February, 4 October

Master simple cluster analyses as well as segmentation of people, brands and services.

Using Statistics to Forecast Trends and Service Demand

6 March

Practical workshop on how to predict peaks in demand and know when to provide the most resources.

Using R in Data Analysis

7 March, 11 July, 13 November

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

Advanced Questionnaire Design

23 March, 6 July, 2 November

Extract more insight from questionnaires using advanced techniques.

Data Science – A Practical Approach

28 March, 20 November

An overview of the tools that analysts and data scientists work with to tackle increasingly sophisticated questions.

Introduction to Statistics

10 May, 6 December

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

Customer Experience – Assessment and Improvement

18 May, 12 November

Learn the value of optimising the customer experience through assessment.

*Source: OC&C Strategy Consultants
2017 survey of over 300 c-suite
executives in the UK and US





Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872

Survey Design Effects and Significance Testing

18 June

Insight into all the complexities of survey design and how robust and convincing inferences can be made.

Econometric Modelling and ROI

27 September

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

Conjoint Analysis Masterclass

3 October

Manage, design and interpret conjoint analysis projects including DCM and MaxDiff scaling.

Survey Sampling and Related Techniques

16 November

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



Sanchia Templar

“We want data sleuths, who are also strong leaders and influencers, and can use insights to drive commercial action. MRS training, with its range and quality of courses, is integral to this.”

Sanchia Templar

General Insight Manager, BT
MRS Accredited Company Partner

Core skills

Qualitative

Need to refresh the basics or is it time for some innovation and fresh thinking? We'll get you and your team up to speed with the widest range of qualitative courses available in the UK.

Introduction to Moderating

2 March, 8 June, 28 September

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

Essentials of Qualitative Research

20-22 March, 16 - 18 October

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

Introduction to Behavioural Economics

26 March, 9 July, 14 November

New thinking about how people think, act and make decisions and a way-in to a developing branch of research.

Introduction to Qualitative Research

18 April, 6 November

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

Moderating Masterclass

20 April, 16 November

Master and refine the range of techniques for moderating focus groups

Online Qualitative Methods

15 May

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

Advanced Semiotics Masterclass

16 - 17 May, 21 - 22 November

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

Qualitative Analysis

23 May, 28 November

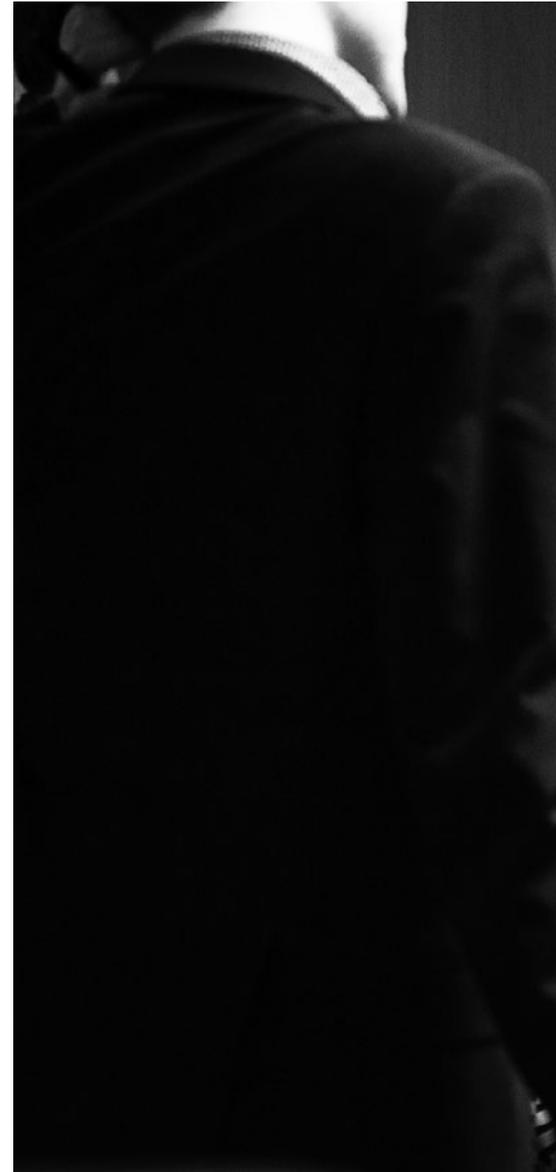
The principles of effective analysis and the interpretation of qualitative data.

 New for 2018

Creating a Good Focus Group

25 May

Provides a model called the Group Compass and a set of 'symptoms' for diagnosing a group with suggestions for moving towards a fruitful conclusion.





Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872

Advanced Qualitative Practice

6 June

Advanced techniques on how to design and lead qualitative enquiries to increase access to insight, creativity and bring powerful results.

Advanced Thinking in Qualitative Masterclass

15 June, 3 December

The latest techniques and advanced methodologies for qualitative research.

Using Sensory Evaluation Concepts in Qualitative Research

19 June

Understand how to use sensory preference drivers to evaluate consumer products.

Effective Depth Interviewing

13 July

Develop effective interviewing skills in a range of qualitative situations.

Using Co-Design in Focus Groups

25 October

A new participatory design method providing an accessible way in which to frame group design activity and gain a new level of insight.



“I, like many others in my group, left having not only re-evaluated my working practice as a qualitative researcher but I’d also developed a much deeper understanding of myself.”

Fatima Qureshi

MRS Member

Research Manager

EdComs Ltd

Core skills

Quantitative

Have you got the measure of quant? Find the story within the numbers and do more with your data with the widest range of quantitative courses available in the UK.

Questionnaire Design

7 February, 9 May, 12 July,
9 October, 5 December

Understand and apply the principles of effective questionnaire design.

Statistical Methods Masterclass

20-21 February, 3-4 July

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

Advanced Segmentation Masterclass

28 February, 4 October

Master simple cluster analyses as well as segmentation of people, brands and services.

Using Statistics to Forecast Trends and Service Demand

6 March

Practical workshop on how to predict peaks in demand and know when to provide the most resources.

Advanced Questionnaire Design

23 March, 6 July, 2 November

Extract more insight from questionnaires using advanced techniques.

Introduction to Quantitative Research

19 April, 7 November

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

Essentials of Quantitative Research

24-26 April, 30 October-1 November

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

Introduction to Statistics

10 May, 6 December

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

Quantitative Analysis

24 May, 29 November

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





Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872

Survey Design Effects and Significance Testing

18 June

Insight into all the complexities of survey design and how robust and convincing inferences can be made.

Advanced Thinking in Quant Masterclass

9 November

The latest techniques and advanced methodologies for quantitative research.

Conjoint Analysis Masterclass

3 October

Manage, design and interpret conjoint analysis projects including DCM and MaxDiff scaling.

Survey Sampling and Related Techniques

16 November

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



“I’ll be talking more knowledgeably about different quantitative techniques to stakeholders and research agencies from now on.”

Lindsay Foord

MRS Member

Senior Insight Analyst

Customer Insight Centre of Excellence

AXA UK

Core skills

Insight

Blind spots in your insight?

Find fresh focus, unearth new narratives, and uncomplicate the complicated with courses tailored for customer insight teams.

Infographics and Data Visualisation

22 February, 14 June, 10 October

Design informative infographics in the context of research projects and marketing.

Finding the Story in the Data

26 February, 4 June, 5 October

Covers what comes before the storytelling and how to uncover the vital key messages.

Commercial Storytelling for Researchers

1 March, 8 March, 13 June, 20 June, 8 November, 15 November

Apply a commercial approach to your communication and consulting skills.

Using R in Data Analysis

7 March, 11 July, 13 November

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

Consumer Psychology

15 March, 19 September

The latest thinking in consumer psychology, neuroscience and behavioural economics.

 **New for 2018**

Conducting Desk Research Effectively

16 April

Discover the value of desk research as a research method. Learn how to use it for market monitoring, competitor analysis, sector profiling and background information.

Insight-Driven Innovation

17 April, 11 September

Practical course giving insight professionals the skills to deliver innovation projects.

Putting Insight at the Heart of Your Business

27 April, 8 October

Enables insight professionals to analyse their business and the forces impacting them.

Game-Based Research Method

1-2 May

Highly practical course about how games and gamification improves design, execution, participant engagement and research results.





18 New for 2018

Insight - What is it and how do you acquire it?

3 May

Understand the real nature of insight and how to prepare for an insightful project, strengthening insight tools through practice.

Advanced Semiotics Masterclass

16 - 17 May, 21 - 22 November

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

Customer Experience - Assessment and Improvement

18 May, 12 November

Learn the value of optimising the customer experience through assessment.

Online Panels and Communities

12 June, 30 November

Understand the full range of online survey techniques.

Using Sensory Evaluation Concepts in Qualitative Research

19 June

Understand how to use sensory preference drivers to evaluate consumer products.

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872

18 New for 2018

Social Insights Digital Marketing

6 July

A range of practical exercises and tutorials to deliver impactful social digital insights and draw an audience into deeper and more detailed insights.

Effective Advertising Evaluation

20 September

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

Enhancing the Value of Client-side Research

25 September

Understand how to improve the effectiveness of research within organisations.

Econometric Modelling and ROI

27 September

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

Specialist skills

Specialisms

Are you in the comfort zone?
Get a different perspective, discover
new methods, and increase your
impact with new specialist skills.

 New for 2018

GDPR and Data Privacy in Research
8 February, 13 March,
21 May, 18 September

The latest on data protection law to ensure that your research practices comply with the new EU General Data Protection Regulation (GDPR).

Finding the Story in the Data
26 February, 4 June, 5 October

Apply a commercial approach and communication skills to improve. Covers what comes before the storytelling and how to uncover the vital key messages.

Social Media in Market Research
27 February, 2 October

Learn how social media is changing the face of research.

Consumer Psychology
15 March, 19 September

The latest thinking in consumer psychology, neuroscience and behavioural economics.

**Design Training for
Market Researchers**

16 March, 19 November

An essential course to improve storytelling abilities through the design of reports and presentations.

Insight-Driven Innovation
17 April, 11 September

Practical course giving insight professionals the skills to deliver innovation projects.

**Behavioural Economics in Research –
Understanding Consumer Behaviour**
20 April, 4 December

Discover how we can leverage behavioural economics in our analysis to ensure we come to more impactful recommendations.

Game-Based Research Methods
1-2 May

Highly practical course about how games and gamification improves design, execution, participant engagement and research results.

Advanced Semiotics Masterclass
16 - 17 May, 21 - 22 November

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

**Customer Experience -
Assessment and Improvement**
18 May, 12 November

Learn the value of optimising the customer experience through assessment.

 New for 2018

The Science of Behaviour Change
22 May

Apply the insights and lessons from behavioural science to better understand and influence people's behaviour in the real world.

Negotiation Strategy in Market Research

6 June

Learn how to be more confident at the negotiating table, building more productive client/agency relationships and winning the procurement game.

Thinking Creatively in Research

7 June

Develop creative competence and learn new ways to think.

Online Panels and Communities

12 June, 30 November

Understand the full range of online survey techniques.

Using Sensory Evaluation Concepts in Qualitative Research

19 June

Understand how to use sensory preference drivers to evaluate consumer products.

 **New for 2018**

Psychology – What Is It and Why Does It Matter?

29 June & 5 July

Understand the social, cognitive and psychodynamic schools of psychology to add depth and value to qualitative projects.

Neuroeconomics - Exploring How the Brain Decides

22 June, 12 October

Gain insight into the growing interdisciplinary field of neuroeconomics.

 **New for 2018**

Advanced Consulting Skills Masterclass

17 & 24 September, 1 October

Go beyond client servicing and insight practice to cover the processes and consultancy skills vital to make a valuable contribution to business success.

Effective Advertising Evaluation

20 September

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

Econometric Modelling and ROI

27 September

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

Coaching and Communication Skills for Senior Researchers

15 October

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

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872



Rob Flatt

“The industry is moving so fast, it’s vital to keep your finger on the pulse”

Rob Flatt
MRS Member
Insight Manager, Oxfam

Specialist skills

Business

More than research to worry about? Enhance your communication skills, attract new customers and maintain business growth as you progress in your career.

Infographics and Data Visualisation
22 February, 14 June, 10 October
Design informative infographics in the context of research projects and marketing.

Presentation Delivery Skills
23 February, 21 June, 11 October
Increase skills and confidence in delivering client presentations.

Finding the Story in the Data
26 February, 4 June, 5 October
Covers what comes before the storytelling and how to uncover the vital key messages.

Commercial Storytelling for Researchers
1 March, 8 March, 13 June, 20 June, 8 November, 15 November
Apply a commercial approach and communication skills to improve consulting skills.

Advanced Client Relationship Management

9 March, 5 November
Gives the commercial skills to retain and manage business relationships effectively.

How to Win New Clients
12 March, 23 November
Unique sales training programme to win new business for researchers.

 **New for 2018**

Understanding Cyber Security and Data Protection ISO27001
16 March
Understand the steps that organisations can take to ensure that data is securely collected, stored and accessed. Critical for the new GDPR.

Design Training for Market Researchers
16 March, 19 November
An essential course to improve storytelling abilities through the design of reports and presentations.

Facilitating Action from Insight
29 March, 5 November
How to improve the effectiveness of insight beyond delivery of results and transform insight into commercial ideas/recommendations.

 **New for 2018**

Boosting Innovation and Brand Value
23 April
The workshop to gain insight into client motivations and how to build purpose for individuals, teams and brands.

Essential People Management Skills
14 May
Designed for first time managers to understand management best practice.

Effective Collaboration in Research
2 July
Learn the skills, knowledge and tools to work effectively in a team in order to achieve a successful and timely outcome.

Writing Creatively in Research
10 July
Highly-practical course examining the key features of words including the opportunity to apply these principles in practice.

Crafting and Designing Presentations
12 September
Create client presentations that convey the facts of the story perfectly.

Online business skills

We also deliver wide range of online business skills training contextualised for the research sector. These essentials courses can be studied at a time, a place – and a pace – to suit you.

- ▲ Advancing the Sale
- ▲ Coaching Skills
- ▲ Conversations with Clients
- ▲ Effective Communications
- ▲ Health and Safety
- ▲ Leadership Skills
- ▲ Managing from Within the Team
- ▲ Managing High Performing Teams
- ▲ Managing Relationships
- ▲ Managing Workload
- ▲ Market Analysis
- ▲ Negotiation Skills
- ▲ Networking Skills
- ▲ Problem Solving
- ▲ Professionalism and Ethics
- ▲ Project Management
- ▲ Social Media for Professionals
- ▲ Writing a Business Plan

Nailing the Business Issues

13 September, 4 December

Understand and clarify the context and pressures that impact businesses.

Leadership Skills

21 September

Enables researchers to better lead engaged, focused and high performing teams.

Influence and Impact

26 September

Evaluate personal impacts to increase influence and business effectiveness.

Building Client Relationships

19 October

Use effective techniques for building client relationships and great communications.

Creative Writing for Researchers

26 November

Interactive workshop on creative writing and storytelling for better reports.

One Day MBA

27 November

Valuable insight into the key organisational success drivers.

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872



“Complete, entertaining and taught by excellent professionals.”

Lucia Gonzalez de Cueto
Senior Consultant
Dragon Rouge



Bespoke company training

We have a long-established reputation for designing and delivering high-quality in-company training packages for a wide range of organisations, from large research agencies to client-side insight teams, in both the private and public sector.

We work with you to identify your business needs and build a package of bespoke training, often combining research, insight and general business skills.

Training can be delivered at your premises, saving you time and money by reducing the amount of time that staff spend away from the office.

If required, we can undertake competency and capability assessments, aligning these with your appraisal systems and devising pathways for individual development.

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872

“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

Internal training manager,
Breaking Blue
MRS Accredited Company Partner

Summer School

26-28 June

A practical, three-day masterclass for Research Executives keen to increase their skills and knowledge with leading research experts.

With compelling sessions on segmentation, social media, communicating the message, brand research and strategy, it is the ideal 'hot house' for training research talent.

Run each year at our central London venue, the Summer School is aimed at researchers with several years' experience and is often a popular complement to an organisation's development programme.

Course content

Day 1: The End Game:

Getting Research Actioned

Mike Taylor, Vodafone
Helen Wing, Ipsos

The Changing World of Customer Relationships and their implications for market research

Paul Szwarc, Independent Consultant

Day 2: Applying Statistics to Market Research

Martin van Staveren,
Kantar Media Segmentation
Jonathan Fletcher, Illuminas

Masterclass: New Perspectives on Research

Jon Beaumont, Join the Dots

Day 3: Communicating the Message

Daniel Wain, Daniel Wain Consulting
Alexa Arrowsmith, Monkey See

A Strategic Framework for Business Issues

Caroline Florence, Insight Narrator

Learning outcomes

- ▲ Identify clearly how research can support decision making in a wide range of business contexts.
- ▲ Demonstrate a full understanding of the underlying principles to a range of research problems.
- ▲ Make appropriate, well-argued choices for the design and conduct of research projects for a range of business situations.
- ▲ Understand and apply approaches to the analysis and interpretation of research data.
- ▲ Present findings and recommendations in ways which provide maximum insight to the decision-making.

Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872



“It is important to develop key talent and the MRS Summer School enables us to ‘hot house’ our emerging managers. With its focus on the key research disciplines, it gives employees focused time away from the office to develop deeper knowledge as well as connect with peers”

Crispin Beale

MRS Certified Member
Chief Executive, Chime Insight & Engagement Group

Qualifications

MRS qualifications are globally recognised as the highest level of achievement in the sector. Developed with leading employers, they equip practitioners with the skills and expertise to excel in research and insight.

Our qualifications are delivered by a variety of accredited centres. Candidates can choose to study face-to-face, online or via distance learning.

Our core qualifications are detailed on the right. If you're new to research and looking for a better understanding of its core principals, the Introduction to Market Research is the place to start.

Introduction to Market Research

An online course, designed for those with little or no experience of market and social research

Ideal for:

- ▲ Support staff
- ▲ Those commissioning research for the first time
- ▲ Those wishing to carry out small-scale research to support their businesses
- ▲ Field workers
- ▲ Those seeking an understanding of the research sector.

Participants will learn about:

- ▲ Research objectives
- ▲ Research design
- ▲ Basic research methodologies
- ▲ Designing and completing a research project
- ▲ Qualitative research
- ▲ Quantitative research
- ▲ Sampling and interviewing
- ▲ Questionnaire design
- ▲ Turning data into findings
- ▲ Reporting and communicating findings
- ▲ Using insights from research findings
- ▲ Controlling a budget

Successful completion of the further online exam leads to the **MRS Certificate in Market and Social Research.**

Essential Qualifications

MRS Certificate in Market and Social Research

A grounding in the basic principles of effective market and social research; taken as an online assessment

Ideal for:

- ▲ Business students
- ▲ Small business owners
- ▲ Research commissioners
- ▲ Research interviewers



🔍 MRS qualifications [Search](#)

MRS Advanced Certificate in Market and Social Research Practice

Designed for those in the first two years of their career this is the key qualification to be recognised as a researcher.

Ideal for:

- ▲ Buyers
- ▲ Suppliers
- ▲ Operations staff
- ▲ Undergraduates
- ▲ Postgraduates
- ▲ Market and social researchers
- ▲ Pollsters



MRS Diploma in Market and Social Research Practice

Designed for those preparing to move into a senior research role.

Ideal for:

- ▲ Research providers
- ▲ Buyers with a methodological or business focus.



MRS Accredited Master's Degree

Recognition for those studying relevant Master's Degrees.

Professional recognition of the work carried out by those studying on relevant courses.

On successful completion, these students become eligible for Certified Membership of MRS (providing they meet work experience requirements).



“Studying for the MRS Advanced Certificate made it possible for me to make the move from corporate communications into market research. A year after completing the course, I am now a senior manager in my company’s global customer insights team. This would have been much harder without the knowledge and the confidence that the Advanced Certificate gave me.”

Andrea Colvile

Vice President,
Senior Manager for Brand Tracking and Innovation
Barclaycard

Membership

Join MRS to demonstrate you and your team's commitment to research excellence, elevate your professional status and be part of a network of 5,000 standout professionals. Membership gives you specialist resources, a comprehensive toolkit and sector expertise to advance your skills and get ahead.

Stay relevant and 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. Membership also gives access to discounts on almost all MRS products – which can save £400-800 a year!

- ▲ **Mentoring**
for each stage of Members' careers
- ▲ **Research Jobfinder**
the specialist jobsite for insight
- ▲ **Sector news**
MRS News monthly
- ▲ **Discounts**
up to 30% off insurance, awards, training and conferences

Connect and share ideas

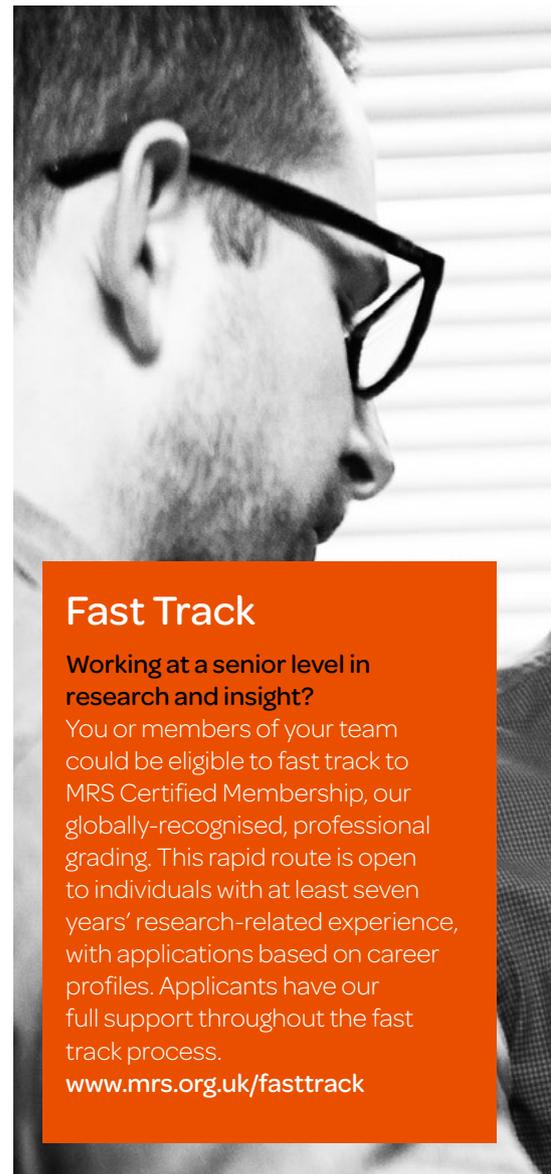
Be part of an active network with our extensive suite of events plus connect with others via our online Member Directory. There are also a wide range of specialist groups for you and your team to get involved with.

- ▲ **FREE Speaker Evenings**
10 expert events a year
- ▲ **Conferences, awards and parties**
attracting supply and client side
- ▲ **Online member directory**
see who's who in the sector
- ▲ **Sign up to network groups**
including ADAN and &more

Gain professional recognition

MRS membership demonstrates that you and your team 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
- ▲ **MRS Code of Conduct**
best practice regulation
- ▲ **CPD**
track progress online
- ▲ **Codeline**
Get advice from our experts



Fast Track

Working at a senior level in research and insight?

You or members of your team could be eligible to fast track to MRS Certified Membership, our globally-recognised, professional grading. This rapid route is open to individuals with at least seven years' research-related experience, with applications based on career profiles. Applicants have our full support throughout the fast track process.

www.mrs.org.uk/fasttrack

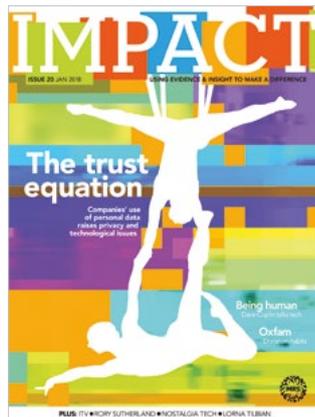


Improve your knowhow

You and your team can become the experts in your organisation with the extra knowhow that comes with membership. *New for 2018* is a **FREE** MRS webinar series complemented with 40 e-books. Members also get the award-winning Impact magazine and qualify for 30% off over 75 MRS courses.

- ▲ **FREE webinars**
and Kogan Page books
- ▲ **Knowledge Hub online**
research and insight knowhow
- ▲ **Impact magazine**
published quarterly
- ▲ **Over 75 training courses**
up to 30% off

Impact magazine is delivered four times a year with MRS membership



Contact our training team

E: training@mrs.org.uk

T: +44(0)20 7566 1872



“MRS membership has been essential for me, as well as my colleagues. It provides professional recognition, great networking and valuable training, while protecting and promoting our industry in the wider world.”

Raz Khan
MRS Fellow
Chairman, Cobalt Sky

🔍 [Join MRS](#)

[Search](#)

Training Suite

MRS has a modern and fully-equipped training suite at the MRS office in London's Clerkenwell. This is a short walk away from both the Barbican and Farringdon Underground stations, and is surrounded by excellent hotels, restaurants and bars.

- ▲ Learn in a comfortable and air-conditioned environment
- ▲ Learn from highly experienced research and development professionals
- ▲ Network and interact with other delegates
- ▲ Enjoy face-to-face benefits of working with course leader
- ▲ Escape distraction with concentrated training
- ▲ Stay connected with free Wifi access
- ▲ Enjoy food and refreshments throughout the day
- ▲ Learn more about other MRS activities
- ▲ Find courses run regularly throughout the year





Talk to us about the next step

E: training@mrs.org.uk

T: +44(0)20 7566 1872

www.mrs.org.uk

