



MRS Company Partner Manual

The Market Research Society, 15 Northburgh Street, London EC1V 0JR (Registered office)
Tel: +44 (0)20 7490 4911 Fax: +44 (0)20 7566 1829
Email: companypartners@mrs.org.uk Website: www.mrs.org.uk
Company limited by guarantee. Registered in England No 518685. VAT GB 239 8954 04.

Contents

Welcome	2
1. Contacts	3
2. MRS Company Partner Agreement	4
2.1 Package details	4
2.2 Annual renewal	5
2.3 Company Partner Agreement - Terms and Conditions	5
2.4 Contact Details	6
3. Procedures	7
3.1 Orders	7
3.1.2 Booking discounted events	7
3.2 Services	7
3.2.1 Professional/Industry standards advisory service	7
3.2.2 Briefings Webinars	7
3.2.3 Video Content	7
3.2.4 Croner Business Advisory Service	7
3.2.5 Professional Development Advisory Service	8
3.2.6 Codeline service	8
3.2.7 <i>LitSearch</i> , the MRS literature sourcing service	8
3.2.8 Media relations	8
3.2.9 Public affairs virtual group	9
3.2.10 Business Insurance	9
3.2.11 Access to Market Intelligence	9
3.2.12 Graduate Programme Listing	9
3.3 Global Network	9
3.4 Use of MRS Company Partner Accreditation	9
3.5 MRS Company Partner Certificate	9
4. Communications	10
4.1 Email Communications	10
4.2 Access to Company Partner section of the MRS website	10
5. MRS Complaints Procedures	10
Appendices	
1. MRS Company Partner Accreditation Style Guidelines	

Welcome.....

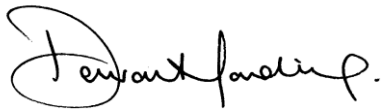
.....and thank you for becoming an MRS Company Partner. By joining the service, you are demonstrating commitment throughout your organisation to professionalism and to self-regulation via the MRS Code of Conduct.

The MRS Company Partner Package is a unique providing access for your business to a wide range of high quality MRS products, schemes and advisory services. All of these are designed to underpin your commitment to industry standards and best practice in ethics, procedures and competence.

It also offers your business more opportunities to engage in our public affairs representation and media relations activities.

A dedicated team of Account Managers is already in place. They have extensive knowledge of MRS, and will be pleased to guide and advise you on how to get the best from the new service, and to ensure maximum relevance to your business.

Our commitment to you is to provide a high standard of customer service to all our Partners in support of professional and business success.



Debrah Harding
Chief Operating Officer

1. Contacts

Below you will find a number of contacts for the MRS. Your main point of contact will be the Company Partner Team. However you may need to contact various departments direct, in particular for access to the advice lines.

Company Partner Team	Harriet Walsh or Ann Wardle +44 (0) 20 7566 1877 companypartners@mrs.org.uk
Codeline/Professional Standards Advice line	+44 (0) 20 7566 1837 codeline@mrs.org.uk
Research Buyer's Guide	+44 (0) 20 7566 1852
Training Advice line	+44 (0) 20 7566 1872
Lark Business Insurance	+44 (0) 1622 356920
Croner Consulting Business Advice	+44 (0)844 450 1306

Company Partner section of the MRS website:

www.mrs.org.uk

Login name: MRS Company Partner

Password: researchexcellence

2. Company Partner Agreement

2.1 Package details:

As a Company Partner your organisation is entitled to:

- Use the MRS Company Partner Accreditation on your stationery, promotional materials and website.
- A certificate stating clearly that your organisation is an MRS Company Partner.
- Discounted rates at any MRS training courses or MRS commercial events including MRS Annual Conference.
- Access to the MRS Company Partner section of the website where you will find the information below. Login details found on page 3.
 - MRS briefing webinars on legislation/professional standards.
 - Informative video content exclusive to MRS from inspiring business leaders on a wide number of subjects.
 - Newsletter and information from European Research Federation (EFAMRO)
 - Reports and information from the Global Business Network (GRBN).
- Access to the MRS Company Partner Operations Network
- Professional development advice, typically on how to structure, develop and measure your company's professional development programmes.
- Advice for all employees through Codeline on industry standards such as the MRS Code of Conduct including assistance on complaint resolution and guidance in putting together procedures that comply with the MRS Code of Conduct and the Data Protection Act.
- An entry in the MRS Freephone Service so that respondents can check the validity of a research supplier.
- Nominate a spokesperson to be added to the MRS Press Office's list of specialist contacts.
- Nominate a person to be consulted about planned changes to legislation and regulation.
- Business advice on taxation, health and safety and employment law.
- Access to the MRS *LitSearch*, the MRS literature sourcing service.
- Access to market intelligence.

2.2 Annual Renewal

The annual renewal will occur on the anniversary of the date on which your organisation became an MRS Company Partner. You will be sent a renewal notice six weeks before the anniversary date to give you advance warning. If no renewal payment is received by MRS, your organisation will be subject to the termination clauses in the Terms and Conditions below.

2.3 Company Partner Agreement – Terms and Conditions

1. An annual subscription is payable in advance. Future subscriptions will be due on or before each anniversary of your subscription.
2. If a subscription is not paid on time we may discontinue your organisation's Service Benefits and/or, for that year, apply late payment interest at the daily rate of 4% p.a. above the base rate at the relevant time of MRS's bank.
3. Any changes to the MRS Quality Commitment, the applicable Service Benefits and/or subscription rates will be notified by MRS in advance. Your organisation may choose to discontinue its Service subscription in response to any such change involving an increased obligation, or reduced benefit, by notice to be received by MRS within 14 days of the notification of change.
4. MRS may terminate your organisation's Service subscription if your organisation breaches any provision of the Service (provided that if the breach is remediable it is not remedied in accordance with a notice to remedy issued by MRS).
5. Paragraph 4 above shall apply particularly where any breach of the MRS Quality Commitment has resulted in a referral to the MRS Council under the MRS Complaints Procedure.
6. You will permit authorised representatives of MRS to inspect your organisation's business records once in any subscription period, upon reasonable notice, during normal business hours, for the purpose of monitoring performance of your organisation's obligations as a Service Member.
7. Upon expiry or termination of your organisation's service participation for any reason it shall immediately cease to be entitled to any of the Service Benefits and shall take all reasonable action to minimise ongoing references to participation which predated the expiry or termination.
8. Service Benefits are not transferable.
9. If your company acquires further organisations during the year you are an MRS Company Partner you will normally need to wait until the next renewal year to add them to the Service agreement.
10. If you sell a subsidiary organisation then it will no longer be tied to the Company Partner agreement terms and conditions but it is subject to the MRS termination clauses (see above) unless alternative arrangements are made.

2.4 Contact Details

If your contact details change for any of your main contacts please email the MRS Company Partner Team on companypartners@mrs.org.uk. They will be able to update the information held by MRS.

3. Procedures

3.1 Orders

3.1.2 Booking discounted events

You are entitled to book MRS training and commercail events at discounted rates. These include:

- Or Any MRS commercial event (subject to availability)
- Or MRS training course (subject to availability)
- Or a discount at the MRS Annual Conference or the MRS BIG Conference

These bookings can be made via the relevant MRS department or the Company Partners team. Details of all courses and conferences can be found on the MRS website (www.mrs.org.uk). All bookings will be subject to usual MRS terms and conditions.

3.2. Services

3.2.1 Professional/Industry standards advisory service

The Professional Standards advisory service is available for you to discuss any standards related issues. The team of advisors can assist with queries on the Interviewer Quality Control Scheme (IQCS) and ISO standards. The team can also advise on your internal procedures to ensure they are not in breach of the MRS Code of Conduct.

3.2.2 Briefing Webinars

Briefing Webinar's on legislation and standards are included in this package. These can be viewed and downloaded from the Company Partner Section of the website. If the package includes an in-house briefing you can book this via the Account Managers.

3.2.3 Video Content

Access to a number of MRS exclusive videos from industry leaders and inspiring individuals. Designed to give you access to business views from individuals who have spoken at MRS events or been interviewed by MRS.

3.2.4 Croner business advisory service

The telephone number to call the Croner Business advice line is 0845 450 1306. You must quote the following reference code: MRS36742. Croner Consulting Ltd is independent of the MRS, therefore the MRS accepts no responsibility for the advice provided by the organisation.

Calls can be made between 8.00am and 6.00pm, Monday to Friday.

3.2.5 Professional Development advisory service

The Professional Development advisory service is available for you to discuss your organisation's training and qualifications needs and to identify the best option for you. This could include:

1. Accreditation to deliver the Advanced Certificate in Market and Social Research Practice.
2. How to source appropriate training if your existing training programmes are not appropriate for accreditation.

Accreditation for delivery of the Advanced Certificate: Companies which choose to take this route would be eligible for:

- Additional consultation support to help in the completion of applications for accreditation.
- Trainer induction workshop for in-house trainers involved in the programme.
- Accreditation fee to be included in Company Partner package.

Not suitable for accreditation: These companies would be eligible for:

- Additional consultation to help identify the best mode of delivery for the organisation (e.g. distance learning, recruiting an Accredited Trainer to offer a stand-alone course).
- Help with finding a suitable training provider to offer qualifications-based training.
- Consultation on how to build in-house training capacity for possible future accreditation.

3.2.6 Codeline service

The Codeline service exists to provide advice on the MRS Code of Conduct and Data Protection issues. All staff of an MRS Company Partner have access to Codeline and can call + 44 (0) 20 7566 1837. The advice provided is not legal advice and should not be relied upon as such. You should seek legal advice in relation to specific issues. You can also email codeline@mrs.org.uk. A response is usually despatched within 24 hours during the working week.

3.2.7 LitSearch, the MRS literature sourcing service

Your employees are entitled to use **LitSearch**, the MRS literature sourcing service which can help researchers identify and find relevant research literature via a tailored literature search. In addition **LitSearch resource sheets** provide 'instant' literature searches, plus other resources, on a variety of specific areas which can be downloaded from the site. Please contact the Company Partnership team for more information.

3.2.8 Media relations

As a Company Partner you are entitled to nominate a spokesperson to be added to the MRS Press Office's list of specialist contacts. Please complete the form emailed by the Account Manager with the name of the nominated person, including details of his/her area of expertise. This person will be called upon as and when a media opportunity arises relating to that specialism.

3.2.9 Public affairs 'virtual' advisory board

As a Company Partner you are entitled to nominate a person to be consulted by MRS about planned changes to legislation and regulation. This will take the form of a 'virtual' Advisory Board which will be emailed with details of any planned changes to legislation and regulation. There may be occasions on which the group will be asked to convene in person. Please complete the form emailed by the Account Manager with the name of the nominated person, including details of his/her area of expertise.

3.2.10 Business Insurance

As an MRS Company Partner you have access to a range of insurance solutions, which have been specifically negotiated for you. Call Rebecca Daniels at Lark Insurance on +44 (0)20 7543 2807, or email rebecca.daniels@larkinsurance.co.uk if you wish to discuss your specific requirements.

3.2.11 Access to market intelligence

MRS Company Partners are entitled to participate, without charge, in the Quarterly Market Trends Survey – reports are of course available only to those businesses which contribute their own turnover data. There are also occasional opportunities to participate in other industry surveys (e.g. salaries and field rates) when there is sufficient demand for this data. Please email MRSIndustryStatistics@mrs.org.uk for additional information.

3.2.12 Graduate programme listings

MRS has been working hard on its careers portfolio with representatives from the sector improving its reach to universities, graduates, and young researchers to raise the profile of the research profession.

MRS advertises our Company Partners' internal graduate intake programmes and periods, including how they should apply for these on the MRS website. If you wish for your company's scheme to be included please contact your account manager with your graduate intake period, the application process, a description of the programme on offer and your company logo.

3.3 Global Network

As part of a community of 3,500 businesses worldwide MRS Company Partners have access to information from our international partners EFAMRO and GRBN. This information can be found by login into the Company Partner section on the MRS website.

MRS Company Partner will also receive six newsletters updating them on news from EFAMRO.

3.4 Use of MRS Company Partner Accreditation

For the benefit of everyone participating in this service, the use of the MRS Company Partner Accreditation is governed by strict guidelines. Please see Appendix 1 for exact details on how to use this logo.

3.5 MRS Company Partner Certificate

You can display the certificate in your offices to show your organisation is an MRS Company Partner. Requests for replacement certificates must be made in writing. If your organisation has more than one site and all sites are included in the Company Partner agreement then you will be entitled to the relevant number of certificates to be displayed at each site. Please contact the Company Partner Team if this is the case to organise despatch of additional copies.

4. Communications

4.1 Email Communications

MRS will communicate with MRS Company Partner organisations in a variety of ways. The main source of communication will be via the Company Partner Team.

Company Partner administrators will receive:

- MRS newsletters informing them of the various services available to MRS Company Partners
- Quarterly email reminding them of any unused benefits.
- Monitoring Reports covering specialist areas such as Professional Standards

4.2 Access to the Company Partner section of the website

The MRS website (www.mrs.org.uk) has a dedicated section for MRS Company Partner information which can be accessed using the following login names and password:

Login name: MRS Company Partner

Password: researchexcellence

5. MRS Complaints Procedures

Full details of the MRS complaints procedure can be found on the MRS website (www.mrs.org.uk/code.htm). These procedures exist for two reasons.

On the one hand, effective self-regulation and compliance must be demonstrated by sanctions against unethical conduct by individual research professionals. The procedures relating to this are in accordance with the Human Rights Act 1998.

On the other hand, arrangements relating to the MRS Company Partner package are based on advisory support geared to avoidance of breach of the MRS Code and the Company Partner Quality Commitment. In the event of a legitimate complaint against an MRS Company Partner, the procedure is aimed at implementing steps to avoid repetition of the breach. The 'culture' is advice, support and avoidance, rather than prosecution.