

**BE THE BEST, MEET THE BEST**

TAKE ADVANTAGE OF PRACTICAL CAREER HELP

GET YOUR FOOT ON THE **ACCESS BY THE BEST IN**  
**NEXT RUNG** **UNIQUE** **THE BUSINESS**  
**CONTENT**

**KEEP SHARP, KEEP ON THE CUTTING EDGE**

ACCESS THE GOVERNMENT  
RECOGNISED ASSOCIATION  
**GET IN, GET NOTICED** **GET CONNECTED**

DEBATE, DISCUSS, GET THE INSIDE TRACK

**BE PART OF SOMETHING** **WHETHER IN RESEARCH, INSIGHT**  
**LEADING THE WAY** **OR DATA ANALYTICS WE ARE THE**  
**ORGANISATION TO CONNECT YOU**

GLOBAL LEADERS IN RESEARCH AND EVIDENCE

**CONNECT** **ACCESS THE SECTORS DEDICATED CPD PROGRAMME**  
**BE PART OF THIS CREATIVE SECTOR**  
**TO THE WORLD** **ALL FROM UNDER** **£12 PER MONTH**



[www.mrs.org.uk/join\\_mrs](http://www.mrs.org.uk/join_mrs)

# ABOUT MRS

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**MRS is the world's leading authority on research and business intelligence.**

MRS is for all those involved in generating creative and intellectual capital from marketing sciences, insight, research and analytics. With members in more than 60 countries, MRS represents, regulates and promotes these sectors providing world leading training, qualifications, content and skills.

MRS is the world's leading provider of training and qualifications across the research, insight, analytics and marketing sciences sector. With over 2,000 professionals taking part in our professional development programme every year, more people read, study, learn and qualify with us than anyone else.

MRS safeguard the highest ethical, commercial and methodological practices through standards, providing the sector, since 1954, the Code of Conduct that underpins research.

MRS is dedicated to the support, promotion and enrichment of the research and business world.

# JOIN US

## Join the largest community of research and insight professionals.

MRS membership is made up of the best and brightest individuals involved in the development and generation of intellectual capital that drives business and society.

MRS membership opens your world giving access to a range of intelligence, network and learning opportunities, enabling you to take charge of your career. It's a mark of professional commitment and excellence.

Membership of MRS also offers access to the only dedicated Continuous Professional Development (CPD) programme for the research, insight, analytics and marketing sciences

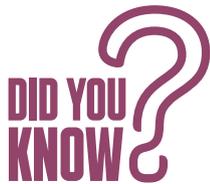
sector. CPD allows individuals to track, measure and enhance their career.

MRS is as vibrant and diverse as the sector it serves. Our membership is made up of researchers, planners, analysts, creatives, marketers, business owners, academics, and consultants. As MRS members they are united in abiding by the highest standards and creating the most effective impact.

Whatever your level of experience, sector or discipline, MRS membership guarantees you a respected profile among colleagues, clients and employers.

With new simple routes to join and upgrade, membership has never been so accessible and rewarding.

## HOW BEING PART OF A MEMBERSHIP BODY ENHANCES YOUR CAREER AND POTENTIAL EARNINGS



A recent independent economic impact analysis has revealed that **individuals with professional qualifications and membership stand to gain £152,000** in additional earnings over the course of their career.

This is a huge return on investment: for every £100 you pay in membership subscription, the return could be up to **£3,500 over the course of your career.**

£152,000 IN ADDITIONAL EARNINGS



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# GET IN, GET NOTICED

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As an MRS member you will benefit from our industry-leading products and services. You will receive a passport to respected development programmes, inspiring conferences and empowering networks. Our awards are the most prized in the business and our publications the most widely read. We help you to grow, connect and understand.

MRS membership benefits are designed to help you gain recognition, build your profile and demonstrate your practice to the highest professional standards.

## **designatory letters**

Use the MRS designation. It's a clear sign that you abide by the MRS Code of Conduct and maintain the highest professional standards.

## **awards**

Raise your profile among colleagues, clients and employers by entering the annual MRS Awards. Showcase your intellectual, commercial and methodological muscle.

## **advance through the membership grades**

Demonstrate your commitment to continued professional development by advancing through the MRS membership grades, with the help of the Fast Track scheme, CPD or MRS Qualifications.

## **build your profile**

Build your profile by becoming involved in MRS activities. You could become a trainer, event speaker, join one of our Networks, Advisory Boards or become a Main Board member and help steer the future direction of MRS.

**MRS LEADS THE  
REPRESENTATION  
OF THE RESEARCH SECTOR  
BOTH IN THE UK  
AND THE EU**



**MRS Awards Dinner** is the leading event in the research calendar honouring research excellence and achievement, with over **800 people attending** from across the wider business world.



## **JOB OFFER CONFIRMED**

Research employers are increasingly highlighting **MRS membership** and/or **MRS Qualifications** as advantageous in their job vacancies.

“MRS membership has given me many benefits over the past twenty five years. As market research becomes more and more familiar in all walks of life, membership of MRS is one of the few benchmarks of professional status that exists. It conveys a commitment to a series of standards and practices that are recognised around the world and which I find both clients and academics respect.”

**Chris Barnham**, MRS Member

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# GET CONNECTED

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Through your MRS membership there are a variety of ways to connect with your peers, share ideas and strike profitable relationships.

## member events

Meet other MRS members at free events that showcase some of the most inspiring voices and the most innovative thinking in research, insight, analytics and marketing sciences.

## regional networks

Network face-to-face and online with other MRS members across a wide range of interest areas and locations.



**50%** OF MRS NETWORKING  
EVENTS ARE HELD  
OUTSIDE OF LONDON

## r-net

Participate in R-Net an active and influential network created by young researchers for young researchers.

## research buyer's guide directory

Receive your free annual directory of the leading UK accredited research suppliers, bringing together buyers and providers.



CONNECT WITH OVER  
**950 MEMBERS**  
OF R-NET

## RESEARCH & EVIDENCE MARKET



The UK professional research and evidence market generates up to **€3bn a year** of Gross Value Added (GVA), makes a significant contribution to UK plc, and employs close to **60,000 highly-qualified people**.

## MARKET RESEARCH SOCIETY



“Being a part of the MRS means you can become a better rounded person; learn from people outside of your organisation, benefit from wider influences and have a sense of belonging to an industry that does constantly evolve and develop.”

**Michael Webley**, MRS Member

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# KEEP SHARP, KEEP ON THE CUTTING EDGE

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MRS membership offers you access to the research and business world's most read and respected intelligence sources, providing you with the firepower to be a better research and insight professional and more effective business leader.

## impact magazine

Benefit from your free quarterly subscription to Impact magazine, the touchstone for taking an in-depth look at how evidence and insight is enabling big brands and the public sector to deliver innovative services, products and experiences to consumers and the public.

## international journal of market research\*

Access this influential journal that has published some of the most influential and continues to set an intellectual and practical benchmark for the best in rigorous research.

## annual conference

Benefit from discounts to attend the world's leading conference for the research, insight, analytics and marketing sciences business and beyond. Commercial leaders, scientists, artists, academics and influential thinkers take the stage with over 600 participants.

## codeline

Get free advice on research, insight, analytics and marketing sciences standards with the Codeline Advisory Service, and receive information on changes in legislation.

## online member area

Access the online member area for exclusive content to include, award winning papers, webinars, the members register and video highlights from our events.

## fusion summits

Benefit from discounts to attend this series of events that cast insightful light on commerce, society, data and technology through lively provocations and cross-discipline expertise.

## creativity labs

Access exclusive discounts to this series of events that gives you rare access to leading creative professionals, with the most interactive, enlightening and daring format. Their techniques, advice and experience will help to power your own work and expand your horizons. These events will enrich your business and enhance your skills.



Join over **31,000** twitter followers across the MRS feeds

[twitter.com/TweetMRS](https://twitter.com/TweetMRS)

\*Please note the free printed journal is only sent to Certified members and Fellows, discounted rates are available for MRS Members.

WITH OVER  
**150,000**



WEB VISITS EVERY MONTH, MRS PUBLICATIONS  
HAVE THE BIGGEST GLOBAL REACH



"The benefits of membership have been manifold. It provides a code of standards, an essential ethical framework for developing and managing a client-side market research department. MRS also provides frequent opportunities at conferences, seminars, evening meetings and through its publications, to hear about, and debate, issues to do with all aspects of research. MRS, and the research sector it represents, is very different from when I first joined but my membership remains as relevant as ever."

**Peter Mouncey**, MRS Member

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# GET YOUR FOOT ON THE NEXT RUNG

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MRS membership helps boost your career prospects, and gives you access to the sector's most comprehensive and respected programme of professional development.

## **training**

Benefit from discounts to a comprehensive range of courses that give you everything you need to meet the latest methodological, commercial and leadership challenges. Available face to face, in company, online or via webinar; we have training suitable to everyone.

## **qualifications**

Boost your profile with an MRS qualification, giving you powerful and practical experience that will offer you a competitive career edge in today's demanding market place.

## **career development and support**

Utilise the professional career advice offered through MRS and access our Professional Development Framework, an online tool that guides you through the research and insight sectors' professional development landscape. Supporting your journey from entry through to a senior-level researcher and business leader.

## **continuous professional development (CPD)**

Access the MRS CPD programme as part of your membership. Take control of your career and use this online tool to plan your personal development, track your progress and report your achievements. CPD is also a route to upgrade to Certified Member status.

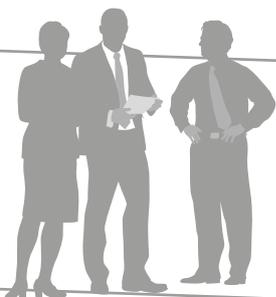


For more information about CPD and what is involved visit [www.mrs.org.uk/cpd](http://www.mrs.org.uk/cpd)

## **job vacancies**

Search, register for latest jobs and upload your CV through Research Jobfinder, the leading jobs board for the research and insight professionals.

OVER 5,000 CANDIDATES  
40 COUNTRIES WORLDWIDE  
MRS ADVANCED CERTIFICATE  
IS THE LEADING  
DEGREE-LEVEL  
PRACTICE-BASED  
QUALIFICATION  
FOR THE RESEARCH SECTOR



Over **2,000** professionals  
take part in our internationally  
recognised professional  
development programme  
every year.

"Being involved with the MRS more fully in the last few years has broadened my outlook on the industry considerably. Research can feel like a 'small world' so being able to take every opportunity to hear more about the big trends, hear from experts and people not within my even smaller circle is invaluable. Being given the chance to help bring events to MRS members (such as the MRS Book Club) has also helped me feel more connected to research now than I did before – new friends and colleagues alike."

**Chloe Fowler**, MRS Member

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# HOW TO JOIN US

**You can navigate your membership upgrade journey through our Continuous Professional Development (CPD) programme. An online tool that allows members to plan their personal development, demonstrate their achievements, gain recognition and take control of their careers.**

The membership team are here to help you through the joining process and to answer any of your queries. Whatever you're level of experience, sector or discipline we have a membership grade for you.

MRS has designed its membership structure to be simple and accessible with a wide range of opportunities for individuals to progress through the grades during their career.

## Member (MMRS)



If you are starting out in your career or simply working within the research, insight, analytics and marketing sciences sector you are eligible to become a Member. With no formal entry criteria it is open to all. If you are in full time education you may be eligible for a discounted rate.

## Certified Member (CMRS)



Certified status is the professional membership grade of MRS, recognising both academic achievement and experience, with 10 available routes to membership.

If you have completed one of the following you may be eligible to join as a Certified Member today:

- MRS Diploma
- MRS Accredited Masters
- A PhD that demonstrates research skills
- A solo authored paper to the International Journal of Market Research or an academic journal or equivalent rigour and standing i.e. Peer Reviewed
- MRS Fast Track

Alternatively you can join as a Member and progress through one of the upgrade paths with the MRS CPD Programme:

- MRS Advanced Certificate, 3yrs+ experience and 1 year of CPD.
- Undergraduate or Post Graduate Degree, 3yrs+ experience and up to 3 years of CPD.
- MRS Advanced Qualitative Practitioner Award, 3yrs+ experience and 1 year of CPD.
- MRS Certificate Qualifications:
  - MRS Cert in Qual Res
  - MRS Cert
  - MRS Cert in Int Skills4 yrs+ experience and 4 yrs+ CPD
- MRS Accredited Training Programme, 3yrs+ experience and 3 years of CPD.
- Relevant Professional Qualification e.g. CIM, HND/HNC in relevant topic, Graduate Membership of British Psychological Society, 3yrs+ experience and 3 years of CPD.

Please note the MRS CPD programme is based upon 21 hours of learning per year. For more information about the MRS CPD programme and what is involved visit [www.mrs.org.uk/cpd](http://www.mrs.org.uk/cpd)

## Fellow (FMRS)



By nomination only – you will need to have been a Certified Member for a minimum of five years and have made a significant contribution for at least ten years to the sector.

# RECOGNITION AND ELIGIBILITY

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By joining MRS you signal your commitment to quality, your passion for ideas and your hunger for connection. It's the clearest sign that you're serious about your career and passionate about research.

Your membership benefits in brief..

## **free of charge:**

- Free registration for the MRS CPD programme
- Free subscription to Impact a quarterly magazine
- Free subscription to the International Journal of Market Research – 6 issues per year (for Certified and Fellow Members only) and reduced rate subscriptions for members
- Free copy of the Research Buyer's Guide
- Free digital copy of MRS News
- Free access to the MRS literature sourcing service
- Free and full access to the Members Area within the MRS website
- Free attendance to Member and Network Events
- Free professional standards updates on best practice in research, insight, analytics and marketing sciences
- Free access to the Codeline advisory service on best practice and on legislation affecting research, insight, analytics and marketing sciences

## **discounts:**

- Discounts on tickets to MRS Annual Conference
- Discounts on tickets to MRS conferences and events
- Discount on entry to MRS Awards
- Discount on MRS training courses
- Discount on Kogan Page's range of market-leading textbooks
- Discount to Marketing & Management Courses from the London School of Business & Finance
- Discount discount on annual subscription to WARC.com database
- Discounts to a range of insurance and financial services products available via a scheme administered by Lark Insurance

## **accreditation:**

- Ability to use an MRS designation and MRS membership card, in recognition of your professional status and compliance with the MRS Code of Conduct
- Eligible to serve on the Market Research Standards Board (dependent on membership grade)
- Eligible to vote in Main Board Elections and at AGM
- Eligible to stand for election to MRS Main Board and MRS Chairman (dependent on membership grade) – Certificate of Membership for Certified Members to demonstrate achievement

# JOIN MRS TODAY

**Pay by Direct Debit and receive a 10% discount off your annual membership.**

The cost of MRS membership is only £150.00\* per year with a one off joining fee of £35.50\*. The simplest and quickest way to join is at the Member grade which will give you access to the wealth of MRS benefits and CPD programme.

Call our membership team:  
**+44 (0)20 7566 1820**

Email:  
**membership@mrs.org.uk**

Online:  
**www.mrs.org.uk/join\_mrs**

\* fees for January 2015 to December 2015

Get your **membership money back** in discounts by attending only two MRS events.



Your membership fee is fully tax deductible and we also offer a monthly direct debit to help manage your costs.

Many employers are willing to cover the cost of membership as an investment in their employees.

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