

MRG TOOLS OF THE TRADE 2023: PROGRAMME (37th year)

This course introduces the key research and insight tools used by agencies and media owners to evaluate media performance. It is primarily designed for people with up to 3 years' experience in the industry. However, it could also serve as a catch up for people returning to the industry.

Timing wise the first six sessions will run from 4:30pm - 6:00pm and the final afternoon session will be from 2:30pm – 5pm.

The course comprises eight sessions:

1. Overview of research techniques and Insight in Action (25th September 2023)

- Introduction to the course, programme, and feedback requirements
Introduction to the MRG and the speakers
- An introduction to Quantitative research. The building blocks of media research and campaign evaluation (Graeme Griffiths – IPA)
- Media agency proprietary research and the use of insight in campaigns and evaluation (Ruth Chalisey - Mediacom)

The MRG committee will host welcome drinks on this day.

Chairs: Liliya Grechina

2. Digital media (2nd October 2023)

- Audience centric data (Ian Dowds – UKOM)
- Overview of digital and how research is used in planning. (Hannah Bewley – IAB)
- Social media planning and BLS/ reporting (TBC)

Chair: TBC

3. Television (9th October 2023)

- An overview of BARB (Doug Whelpdale – Barb)
- How research is used to promote television (Rupen Shah – Thinkbox)
- How agencies plan and buy television and how research is used in the process (Will Hardy - The 7 Stars)

Chair: TBC

4. Radio and Cinema (16th October 2023)

- An overview of Rajar (Lyndsay Ferrigan – RAJAR)

- How agencies plan and buy radio and how radio research is used in radio planning and buying (Donna Burns – Radiocentre)
- An overview of cinema data sources and how they are used (Michael Tull – DCM)

Chair: TBC

5. Published brands (23rd October 2023)

- Introduction to PAMCo (Luca Vannini – PAMCo)
- An overview of the publishing planning process (Jessica Bates - OMD UK)
- How research is used by the publishing industry to demonstrate the strength, effectiveness and the value of publishing brands including examples from industry research as well as Magnetic & Newsworks own proprietary research (Gareth Jones – Magnetic, Niki West - Newsworks)

Chair: TBC

6. Outdoor and direct marketing (30th October 2023)

- An overview of Route (Euan McKay – Route)
- How agencies plan and buy OOH and how outdoor research is used in OOH planning and buying (Russell Smithers – Posterscope)
- Introduction to JICMAIL: audience measurement data for Direct Mail through to Door Drops, and everything in-between (Stef Hrycyszyn – JICMAIL)

Chair: TBC

7. The key consumer surveys (6th November 2023)

- TGI (Gemma Leigh – Kantar)
- TouchPoints (Simon Frazier – IPA)
- YouGov Profiles/ BrandIndex (Claudia Baranenko – YouGov)
- Consumer Surveys in practice (Ben Haley - Initiative)

Chair: TBC

8. Modelling, Visualisation, and International Media (13th November 2023)

1. Basic statistics and integration

- Statistics and how to tell if your data is fit for purpose (Corrine Moy - ESOMAR)
- Data fusion and integration (Michael Curtis and Andrew Currie – RSMB)

- Integration and modelling (Alan Moore - Telmar)

Tea and coffee

1. Insight in Action

- Visualisation the right type of chart tips and tricks (Scott Thompson – Publicis)

2. International media

- International media research (Laura Chaibi - Roku)

Chair: Dan Brilot, Liliya Grechina

On the last evening we will have a drinks and canapes networking event from 5pm until 7pm with members of the MRG committee.

Please book via our website at www.mrg.org.uk or if you have any questions about the course, please email Liliya.Grechina@omd.com