MRG TOOLS OF THE TRADE 2024: PROGRAMME (38th 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.

The first session will run from 4:00pm – 6:00pm, the following eight sessions will run from 4:30pm - 6:00pm and the final afternoon session will be from 2:30pm – 5pm.

The course comprises ten sessions and will cover the following topics (note that the speaker groupings are provisional and may change prior to the course beginning):

Overview of research techniques – 4th September 2024

- Introduction to the course, programme, and feedback requirements plus an introduction to the MRG.
- An introduction to Quantitative research. The building blocks of media research and campaign evaluation (Graeme Griffiths – IPA)
- Statistics and how to tell if your data is fit for purpose (Corrine Moy - ESOMAR)

The MRG committee will host welcome drinks on this day.

Radio and Cinema – 11th September 2024

- 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)

Research – 19th September 2024 (Thursday)

- Media agency proprietary research (VMGlobal)
- The value of research in selling the publishing industry (Gareth Jones – Magnetic, Niki West – Newsworks)
- International media - research and planning (Laura Chaibi – Roku)

The key consumer surveys – 25th September 2024

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

Outdoor and direct marketing – 2nd October 2024

- 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 Smither – Posterscope)
- Introduction to JICMAIL: audience measurement data for Direct Mail through to Door Drops, and everything in-between (Stef Hrycyszyn – JICMAIL)

Digital Media – 9th October 2024

- Overview of digital and how research is used in planning. (Kristie Naha-Biswas – IAB)
- Social Media (Rachel Mulcahy – Mindshare)
- Audience centric data (Ian Dowds – UKOM)

Published Media – 16th October 2024

- Introduction to PAMCo (Oana Ali – PAMCo)
- An overview of the publishing planning process (Andrew Davies - OMD UK)
- JICREG (Keith Donaldson – JICREG)

Television – 23rd October 2024

- 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 (James Wheatley - The 7 Stars)

Data Integration and Attention – 30th October 2024

- Data fusion and integration (Andrew Currie and Jona Jahja – RSMB)
- Integration and modelling (Alan Moore - Telmar)
- Attention in Media (Andy Brown - The Attention Council)

Modelling, Visualisation, and International Media – 6th November 2024

- AI in Media Research (Ray Poynter)
- Using Attention in Practice (Michael Tighe - Lumen)
- Visualisation the right type of chart tips and tricks (Scott Thompson – Publicis)
- Questionnaire Design and Statistics (Ellie Kindler and Matthew Austin – Tapestry)

On the last evening we will begin at 2.30pm in order to have a drinks and canapes networking event with members of the MRG committee after talks have concluded.

Please book via our website at www.mrg.org.uk or if you have any questions about the course, please email michael.curtis@rsmb.co.uk