

MRG TOOLS OF THE TRADE 2018: PROGRAMME

This training programme provides an introduction to the key research and insight tools used by agencies and media owners to evaluate media performance.

It is primarily designed for people with 0 to 3 years' experience in the industry. It could also serve as a catch up for people returning to the industry.

The venue is ETC venues, The Hatton, Farringdon

The course comprises seven sessions: six evening classes (6:00pm - 7:30pm) and a final afternoon session (2pm – 6pm)

1. Overview of research techniques and basic statistics: Mon 26th February

- Introduction to the course, programme and feedback requirements Alex Maddox
- Introduction to the MRG and the speakers Stef Hrycyszyn
- The building blocks of media research and campaign evaluation (Lynne Robinson IPA)
- An introduction to Quant and other data types and Big Data) (John Carroll - GFK)
- Statistics and how to tell if your data is fit for purpose (Martin Van Staveren- Kantar)

Chair: Alex Maddox and Stef Hrycyszyn

The MRG committee will host a welcome drink from 7.30pm until 8.30pm

2. Digital media: Mon 5th March

- The Media agency in 2018. Overview of the planning process. Digital channel integrations, platforms and systems. Audience based planning. (Tom Blaza PHD Media)
- Digital data sources: Brand safety/ Ad verification and site centric data (Richard Foan JICWEBS)
- Audience centric data (Ian Dowds UKOM)
- Planning in a data driven world including a case study (Andreas Frangeskides PHD Media)

Chair: Joe Lewis

3. Television and Cinema: Mon 12th March

- An overview of BARB (Sonja Adjin)
- How research is used to promote television (Oliver Robertson)
- How agencies plan and buy television and how/research is used in the process (Tomasz Lasocki)
- An overview of cinema data sources and how they are used (Sarah Dack)

Chair: Frances Sheardown

4. The key consumer surveys: Mon 19th March

- TGI (Emma Hargreaves and Sara Zanjani - Kantar)
- TouchPoints (Simon Frazier)
- Consumer Surveys in practice (Sarah Gale)

Chair: Max Willey

5. Publishing brands and Direct Mail: Mon 26th March (extended session 6pm – 7.45)

- An introduction to PAMCO and AMP (Luca Vannini)
- JICREG (Keith Donaldson)
- ABC (Simon Redlich)
- How research is used to promote news brands and magazines (Judy Harman - NewsWorks and Anna Samson - Magnetic)
- The nuts and bolts of planning (Niki West – Newsworks)
- *Optional 5 minute break* -
- The use of published media research in the strategy and media planning process (Nico Pirronni - Initiative)

Chair: Louise Twycross-Lewis

6. Outdoor and Radio: Mon 16th April

- 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)
- An overview of Rajar (Paul Kennedy)
- How agencies plan and buy radio and how radio research is used in radio planning and buying (Mark Barber)

Chair: Charles Lawrie

7. Media Research, planning and insight in action: Monday 23rd April 2pm to 5pm

1. Leveraging and presenting data sources

- Data fusion and integration (Ben Sampson and Kirsty Ford - RSMB)
- Integration and modelling (Alan Moore)
- Visualisation the right type of chart tips and tricks (Scott Thompson)
- An overview of the new JICMail service (Royal Mail)
- *Tea and coffee* -

2. Insight in Action

- Using insight in planning (Chris White Head of Insight PHD)
- Proprietary research and the use of insight in campaigns (Pauline Robson - Mediacom)

- **Chairs: Alex Maddox and Stef Hrycyszyn**

On the last evening we will have a drinks and canapes networking event with members of the MRG committee.

The cost for the course is only

- **£595** for MRG members
- **£645** for non-members - includes MRG membership

Please book via our website at www.mrg.org.uk or contact Sally Hiddleston on 01794-341337 or email Sallyhiddleston@aol.com