



# MEDIA RESEARCH GROUP

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THE YEAR AHEAD

MAY 2024

# A quick reminder of what the MRG is

**Established in 1964 as a not-for-profit organisation, the MRG is the friendly face of media research, open to people across all levels in the industry,**

- Originally formed by Media Agencies to ensure best practice media measurement - principles that we still stand by today!
- Run by an elected committee and chairs (all of whom are volunteers) committed to ensuring our members have access to high quality learning and networking opportunities
- Our goals:
  - to share, communicate and ensure best practice media research
  - provide a platform for discussion (formally and informally) amongst peers
  - drive advancements in media research as a whole

**We're committed to showcasing the industry's best work, providing high quality learning opportunities and a diverse range of inclusive social events**

# The MRG turns 60!



**We are 60 this year and look forward to celebrating this amazing achievement with our members**

# Meet the new committee and chairs...



Chris Felton,  
Co-chair



Jemma Ralton  
Co-chair



Debbie Bray  
Website



Grace Jasper  
Comms



Michael Curtis,  
Training



Joe Lewis,  
Finance



Charles Lawrie,  
Membership



Dan Brilot, Content  
Sessions



Frances Sheardown,  
Conference



Tim Barber,  
Social



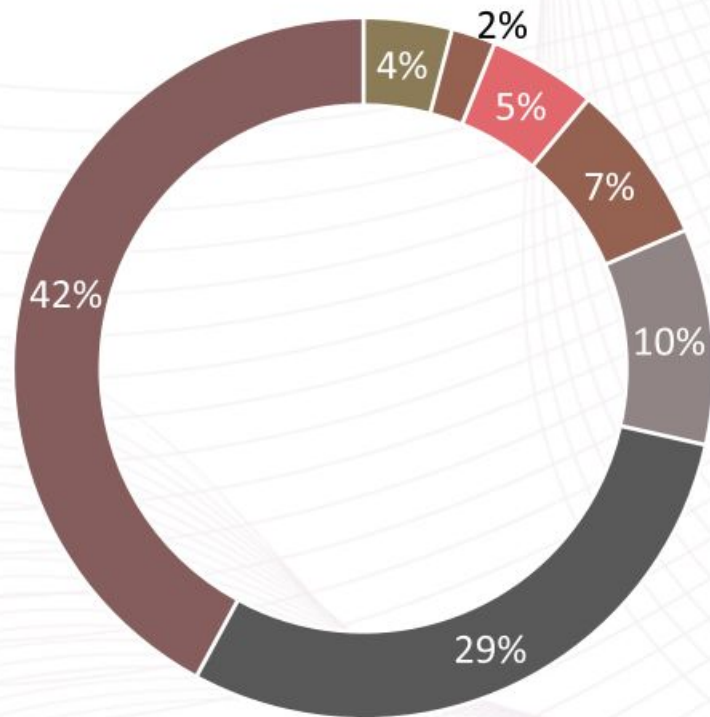
Sally Hiddleston,  
Admin

**Thank you to everyone for voting and helping to shape the future of the MRG**

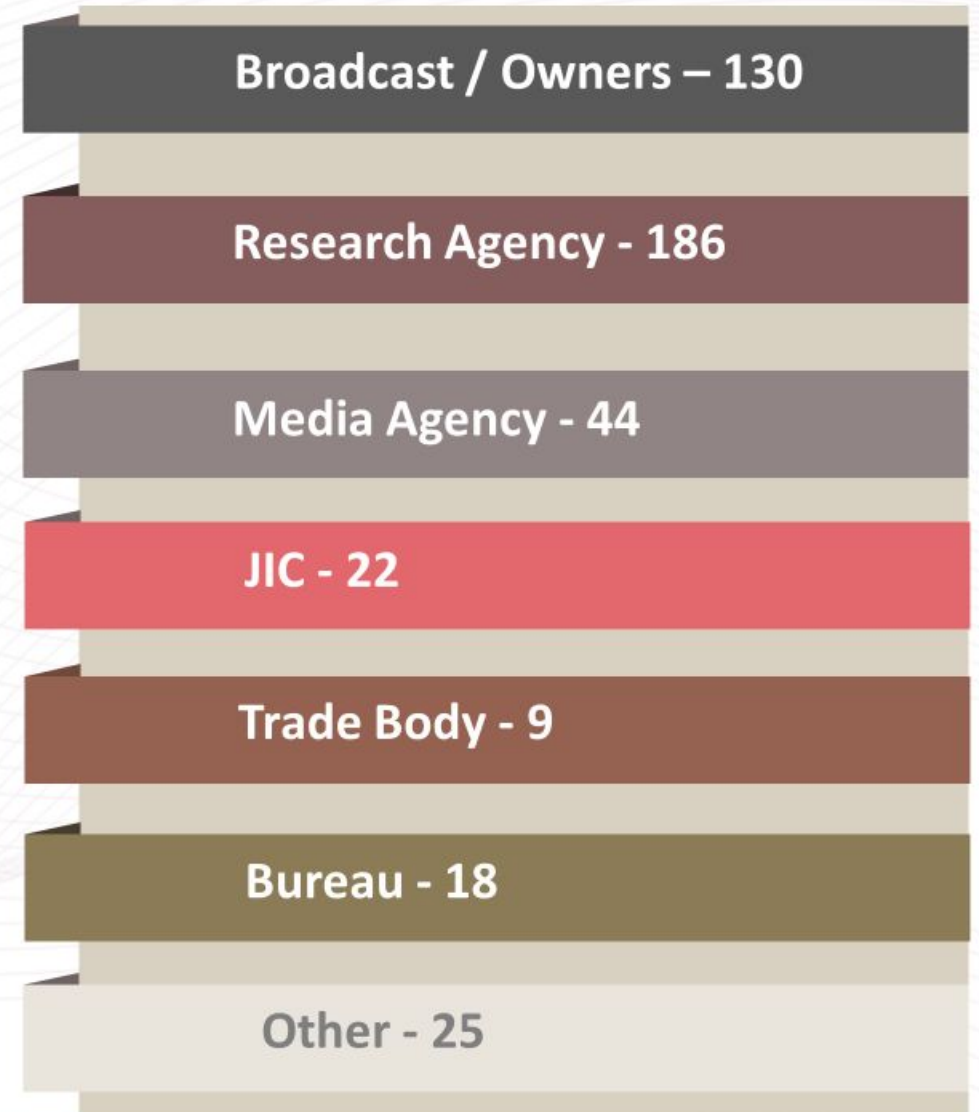


# Membership

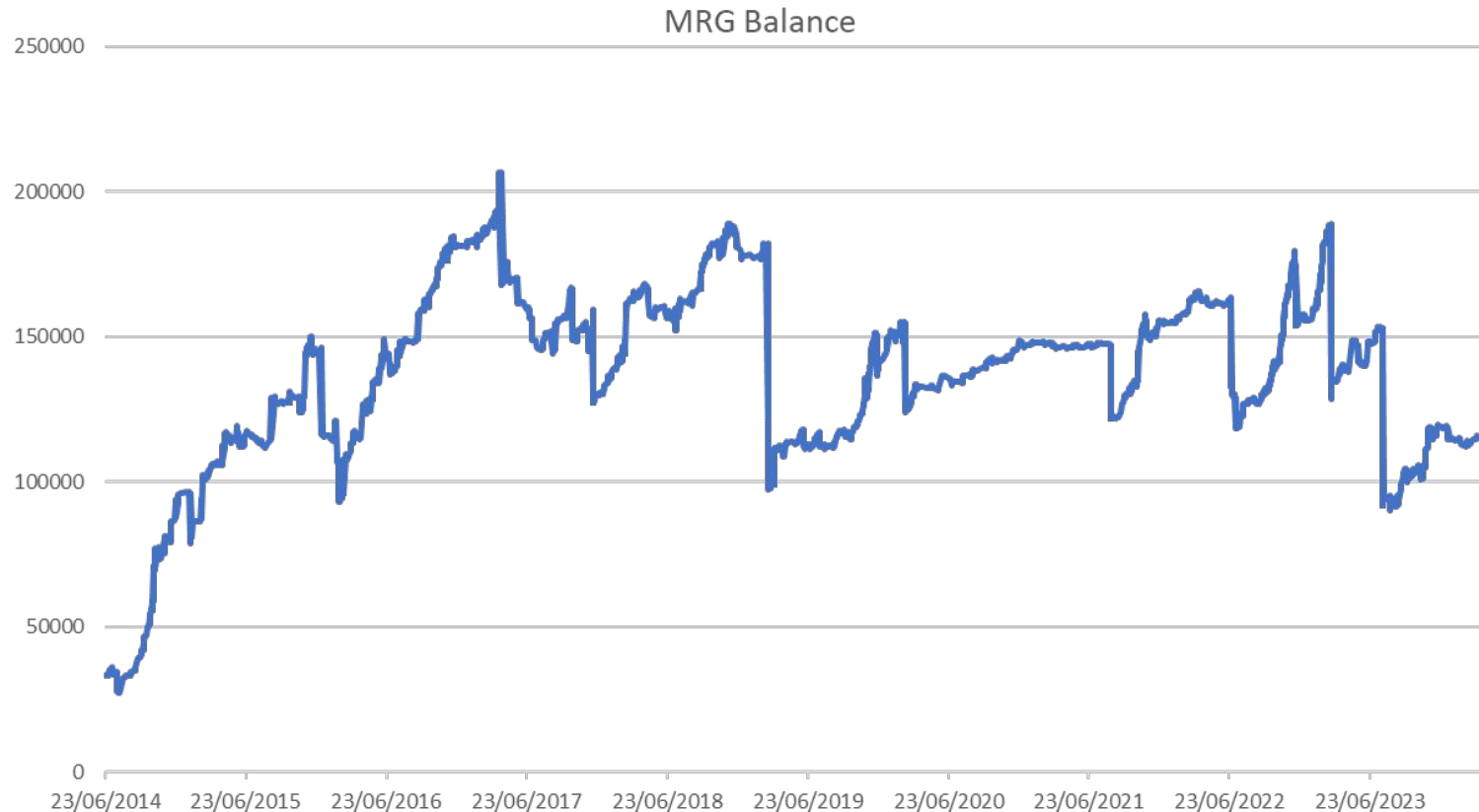
442 Active Members



Committee member: Charles Lawrie



# Financial update



## Costs

Advertising	£3,000
Awards	£3,780
Conference	£186,705
Content	£7,183
Expenses	£6,113
Misc	£100
Sally	£13,600
Shed	£4,800
Social	£19,163
TOTT	£9,341
Web & Mail Ops	£4,058
<b>Grand Total</b>	<b>£257,843</b>

## Income

Social	£9,235
TOTT	£24,320
Conference	£54,564
Membership	£37,556
Awards/Sponsorship	£31,676
<b>Grand Total</b>	<b>£157,351</b>

**Profit/Loss** **-£100,493**

## KEY OUTTAKE

**The costs of the international conference has put some strain on the finances although still fine overall. Heavy priority to revenue driving events required in 2024 to replenish the account.**

# The aims of the MRG website



## Short Term

- **Visually appealing:** The website has had a 'glow up' in terms of visuals/imagery.
- **Updated regularly:** Showcasing up and coming events on the home page as well as trailers for future events to help members keep up to date.
- **Inclusive:** Ensuring the images and copy feel inclusive to everyone from all areas of media.



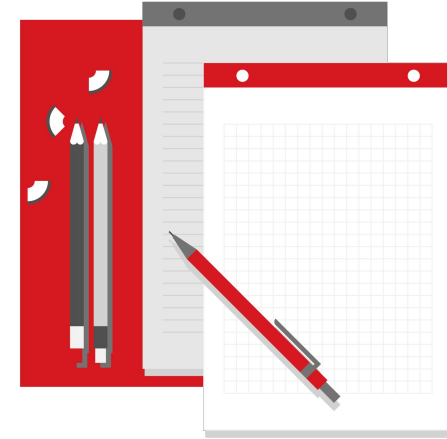
## Medium term

- **Accessible:** Updating the copy right across the website to make it more accessible and current.
- **Member benefits:** Making these clearer so potential members can see what the membership includes and the value for money it offers.
- **Training:** Adding a new tab to the website dedicated to training and development.

**Our aim is to update the MRG website to be a more dynamic one-stop shop showcasing all events (current as well as trailing upcoming events across the year) and provide a quick and easy way for members to book onto all events and keep up to date**

# Education

- Revamp of Tools of the Trade
  - New content alongside old favourites.
  - Potential change to course format.
- Additional Training Sessions
  - Training aimed at members with more experience in the industry.
  - Please feedback on training that would interest you!



**OUR AIM IS TO CREATE A COMPELLING AND RELEVANT ToTT COURSE TO BENEFIT OUR MEMBERS**



# Conference

- Thank you to everyone who attended / sponsored / contributed to the conference in Malaga last year
- We're starting to think about 2025 - provisional dates 19th-22nd November
- And there will be news soon about the London conference this year with a suitably 'diamondy' theme. Tickets likely to be priced at £424 per person.
  - Provisional dates - Wed 27th Nov or Wed 4th Dec
  - Christmas party that evening
  - Call for papers mid-June with an end of July deadline

**OUR AIM IS TO CREATE A FORUM TO SHARE THE BEST WORK / THINKING FROM AROUND THE BUSINESS.**

# Comms/ jobs

- **Maintaining revenue** through the jobs page – **get in touch to advertise**
- Letting you know about **future MRG events, conferences and training** as early as possible so you can put these in your diaries/sign up!
- **Greater collaboration** with the MRG website to ensure we're making it as easy as possible for members to find out more about what the MRG offers and get involved
- **Investigating email d-lists** with memberships to improve the efficiency of communications
- **Ongoing social comms** on LinkedIn and X

***Open to any feedback or suggestions!***



# Content sessions

- ★ Sessions booked in advance: May 22nd, June 19th, July 23rd
- ★ Mostly at 4pm on T/W/T to maximise attendance
- ★ Breakfast sessions (IPA – Sept 17 TBC)
- ★ Guest host SKY! – (October - 15 TBC)
- ★ Plans for MRG North again (Manchester, TBC)
- ★ Open for guest / locations please
- ★ Open for papers / suggestions / sponsorship



**Our aim is to make these as inclusive as possible to our membership by organising these on different days, times and venues as well as ensuring we share the details of the sessions as soon as possible across all of the MRG comms channels**

# Commercial

Huge thank you to all our generous sponsors for the last few years - we couldn't have done it without you!

Sponsoring the MRG events and activities provides a very cost effective opportunity to reach a targeted, engaged audience of senior research decision makers

Sponsorship directly benefits our members whether that be subsidising social activities or providing food at our content sessions (you can be the one who provides a the sausage sandwiches). MRG events generally run at a loss so sponsorship is vital to supporting activities

**Do get in touch with the chairs if you'd like to get involved with sponsorship this year - we have options for all budgets**



# Awards

**2023 Awards were a great success!**

We're taking our usual awards hiatus fallow year, but they'll be back better than ever in 2025!

So start thinking about all the award-worthy work for the 2025 awards!



**The MRG Awards will be back bigger and better than ever in 2025 to celebrate all the amazing work done in this industry. Watch this space!**





**Social events throughout the year**  
Bowling and karaoke  
Summer party  
Quiz  
Christmas party







**Save the date!**  
**3rd July**





# Diary Dates

<b>19th June</b>	Content Session
<b>June - July TBC</b>	Conference call for papers window open
<b>3rd July</b>	Summer Party
<b>23rd July</b>	Content Session Sponsored by Peekator
<b>August - TBC</b>	Content Session
<b>17th September</b>	Breakfast session @ IPA
<b>15th October</b>	Content Session @ Guest host Sky!
<b>October TBC</b>	Happy 60th Birthday MRG! Sponsored by
<b>October TBC</b>	Tools of the Trade
<b>November TBC</b>	London Conference
<b>December TBC</b>	Christmas Party
<b>November 2025</b>	Overseas conference & awards



JCDecaux



**Thank you!**