

## MRG TOOLS OF THE TRADE 2025: PROGRAMME (39<sup>th</sup> 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 nine sessions will run from 4:15pm-5:45pm and the final afternoon session will be from 2:30pm – 4.30pm, with food and drink served after the final session concludes.

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

### Overview of research techniques

- 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 (IPA)
- Statistics and how to tell if your data is fit for purpose (Corrine Moy Consulting)

### Radio and Cinema

- An overview of Rajar (RAJAR)
- How agencies plan and buy radio and how radio research is used in radio planning and buying (Radiocentre)
- An overview of cinema data sources and how they are used (DCM)

### Research

- Media agency proprietary research (VMGlobal)
- Origin overview (ISBA)
- International media - research and planning (Laura Chaibi)

### The key consumer surveys

- TGI (Kantar)
- TouchPoints (IPA)
- YouGov Profiles/ BrandIndex (YouGov)
- Consumer Surveys in practice (Initiative)

### Outdoor and direct marketing

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

### Digital Media

- Overview of digital and how research is used in planning. (IAB)
- Social Media (Mindshare)
- Audience centric data (UKOM)

### Published Media

- Introduction to PAMCo (PAMCo)
- The value of research in selling the publishing industry (Magnetic & Newsworks)
- An overview of the publishing planning process (OMD UK)

### Television

- An overview of Barb (Barb)
- How research is used to promote television (Thinkbox)
- How agencies plan and buy television and how research is used in the process (The 7 Stars)

### Data Integration and Attention

- Data fusion and integration (RSMB)
- Integration and modelling (Telmar)
- Attention in Media (The Attention Council)

### Modelling, Visualisation, and International Media

- Visualisation the right type of chart tips and tricks (Publicis)
- Questionnaire Design and Statistics (Tapestry)
- Adwanted Connected (Adwanted)

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](http://www.mrg.org.uk) or if you have any questions about the course, please email [michael.curtis@rsmb.co.uk](mailto:michael.curtis@rsmb.co.uk)