

Tools of the Trade 2026 Line Up



08/09/2026	3:00-5:30pm
An Introduction to the Course and Networking	MRG
Opportunity to Network	
The building blocks of media research and campaign evaluation	IPA
Visualisation the right type of chart tips and tricks	Publicis
15/09/2026	4:00-5:30pm
An overview of Barb	Barb
How research is used to promote television	Thinkbox
How agencies plan and buy television	the7stars
22/09/2026	4:00-5:30pm
Introduction to PAMCo	PAMCo
The value of research in selling the publishing industry	Magnetic & Newsworks
An overview of the publishing planning process	OMD
29/09/2026	4:00-5:30pm
Attention Pt1	Lumen
Attention Pt2	Lumen
International media - research and planning	Laura Chaibi
06/10/2026	4:00-5:30pm
An overview of cinema data sources and how they are used	DCM
An overview of Rajar	RAJAR
How agencies plan and buy radio	Radiocentre
13/10/2026	4:00-5:30pm
TGI	Fifty5Blue
TouchPoints	IPA
YouGov Profiles/ BrandIndex	YouGov
Consumer Surveys in practice	Initiative
20/10/2026	4:00-5:30pm
Introduction to JICMAIL	JICMAIL
Questionnaire Design	Tapestry
Statistics and how to tell if your data is fit for purpose	ESOMAR
27/10/2026	4:00-5:30pm
Data fusion and integration	RSMB
Integration and modelling	Telmar
Media agency proprietary research and the use of insight in campaigns	WMGlobal
03/11/2026	4:00-5:30pm
An overview of Route	Route
How agencies plan and buy OOH	Posterscope
AI	Google
10/11/2026	2:30-5:00pm
Overview of digital and how research is used in planning	IAB
Audience centric data	UKOM
Social Media	Mindshare
Origin	Origin
Adwanted Connected	Adwanted
Food and Drink Served Post Session	