



# MEDIA RESEARCH GROUP

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**AGM**

17<sup>th</sup> July 2019

# 2019 Committee



**Louise Twycross-Lewis**

Co Chair



**Joe Lewis**

Co Chair



**Frances Sheardown**

Commercial/ Sponsorship/ Awards



**Charles Lawrie**

Membership



**Stef Hryczyszyn**

Evening Meetings



**Alex Maddox**

Education



**Frances Revel**

Communications/ Job ads



**Sean Adams**

Finance



**Dan Brilot**

Social



**Max Willey**

Website

# 2019 London Conference



The mechanics and art of media research  
MRG Conference London 2019



Louise Twycross-Lewis  
@LouTwycrossLewis



Following

London Conference - 3rd December 2019!  
At the Institution of Mechanical Engineers.



7:28 PM - 17 Jul 19



Joe Lewis  
@JoeLewis



Following

Celebrating the mechanics and art of Media research!  
The call for papers is out!  
Deadline - 4th September



7:28 PM - 17 Jul 19



Louise Twycross-Lewis  
@LouTwycrossLewis




Following

Early bookings, with discount, currently available. So get in there quick.




7:28 PM - 17 Jul 19

# 2020 International Conference

 **Louise Twycross-Lewis**  
@LouTwycrossLewis Following

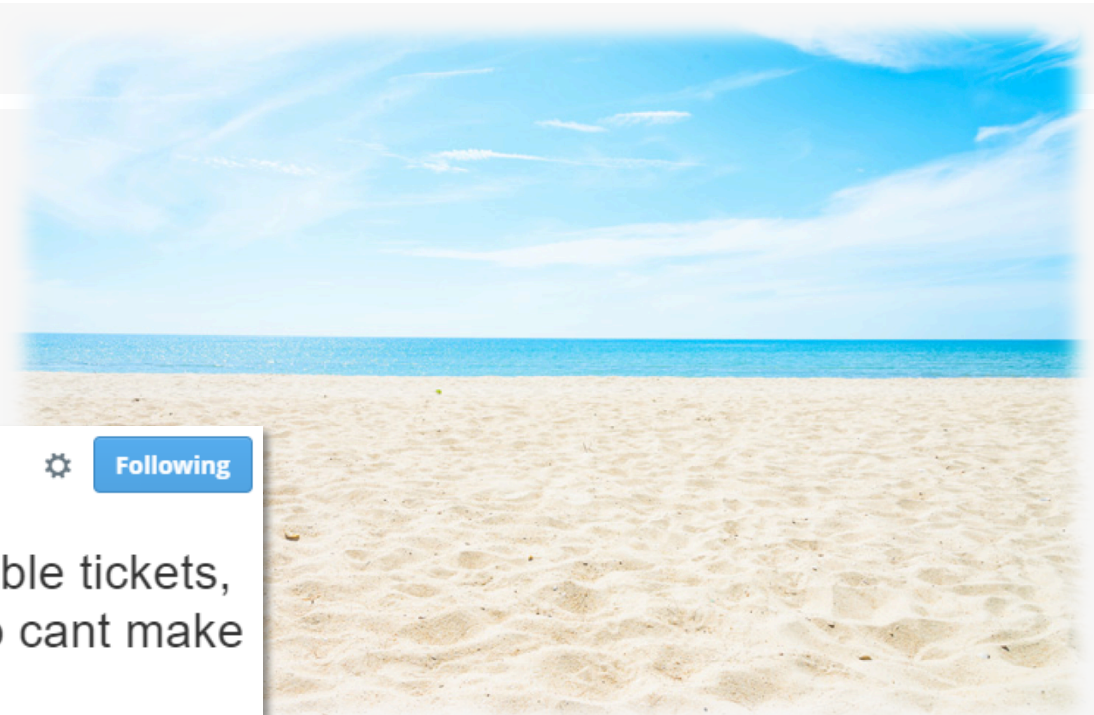
Early stages of planning....building on success of fantastic Bratislava conference


7:28 PM - 17 Jul 19

 **Joe Lewis**  
@JoeLewis Following

It will be somewhere warm...


7:28 PM - 17 Jul 19



 **Joe Lewis**  
@JoeLewis Following

Plan to keep to previous costings, timings and formats

7:28 PM - 17 Jul 19

 **Louise Twycross-Lewis**  
@LouTwycrossLewis Following

Looking at potential of more flexible tickets, especially those in the north who cant make scheduled flights

7:28 PM - 17 Jul 19

# Membership



**Charles Lawrie**  
@CLawrie



Following

Improved Website: New benefits to members!



7:28 PM - 17 Jul 19



**Charles Lawrie**  
@CLawrie



Following

'Team' functionality: Create a workplace team so that one member can book for everyone:

- Evening Meetings
- Events
- Renew Memberships



7:28 PM - 17 Jul 19



**Charles Lawrie**  
@CLawrie



Following

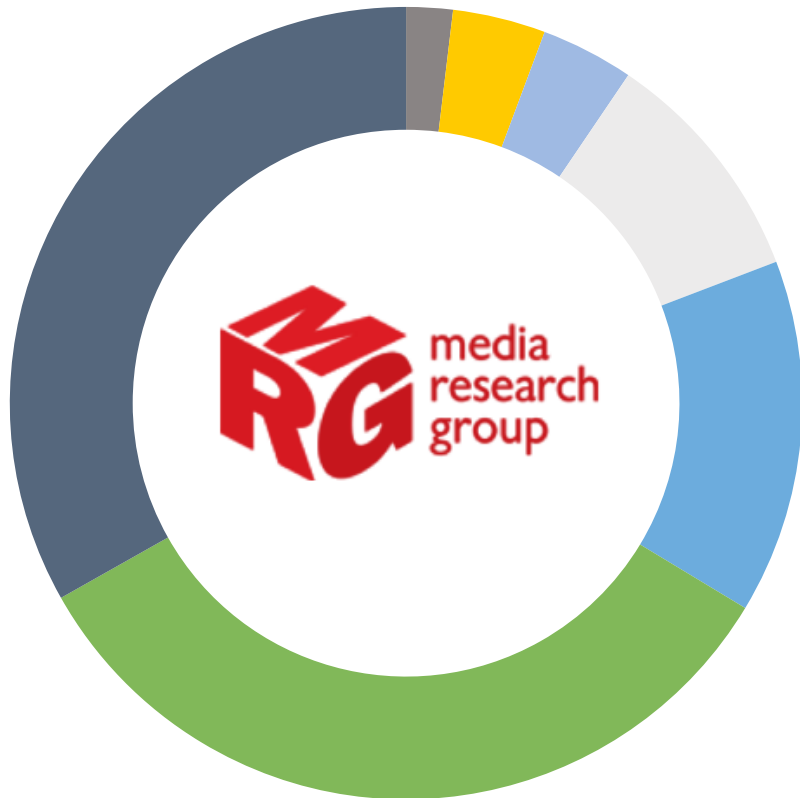
Better Notifications!



7:28 PM - 17 Jul 19

# Membership

422 active members



Broadcast / Owners - 140

Research Agency - 140

Media Agency - 61

JIC - 16

Trade Body - 16

Bureau - 8

Other - 41

# Membership

## Plans for the year ahead

- Need to continue to promote and grow the membership base!
- Initiatives include:
  - Monthly reminder email to all lapsed members
  - Highlight the benefits of membership
    - Training
    - Parties
    - Education
    - Conferences
    - Evening meetings
  - Promoting the MRG to those not aware
  - Prioritise membership queries



# Finance



Sean Adams  
@SeanAdams



Following

Transition year (post international conference)



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Sean Adams  
@SeanAdams



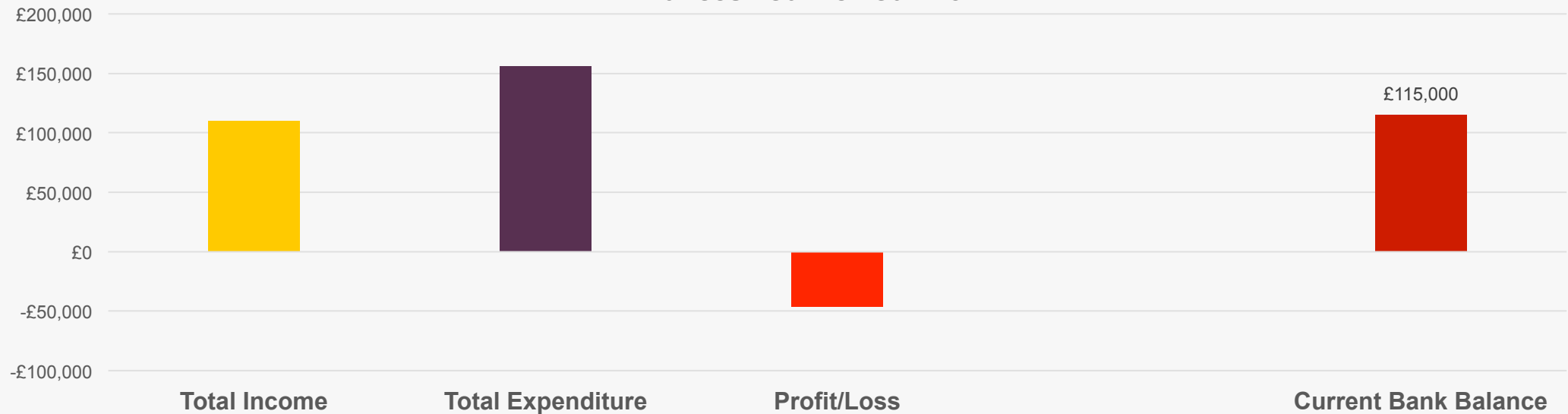
Following

MRG emerges from 2081/19 in a strong position for the year ahead



7:28 PM - 17 Jul 19

Finances: Jul 18 - Jun 19





# Finance

- Shortfalls largely down to expected 'big ticket' items
  - Website
  - International conference - (20 delegates down on breaking even)
- Main 2018/19 revenue sources were:
  - Membership
  - Training
  - Sponsorship
- Big drive for 2019 to boost funds
  - Increase membership
  - Promote direct bookings via website (reduce admin spend)
  - Successful London conference
  - Increase sponsorship and other commercial opportunities



# Evening Meetings

- Continue with offering a diverse and broad range of paper, topics and speakers
- Lots of papers already lined up for most of this year:
  - from voice search in TV to engagement with native ads to consumer trust to children's media behaviours and more...
- Planning extra event in August, so keep your eyes peeled
- If you can't come to a meeting but have booked, please let us know so that we can give your place to someone else.



JCDecaux



F:NECAST

**MEDIACOM**

# Evening Meetings



- Looking for companies to host evenings, and special thanks to Twitter, Bloomberg, Wavemaker and JCDecaux who are either hosting or seeing if they can help. More please!
- Always on the lookout for great papers, new formats and ideas – get in touch with Stef

## Bloomberg



## JCDecaux

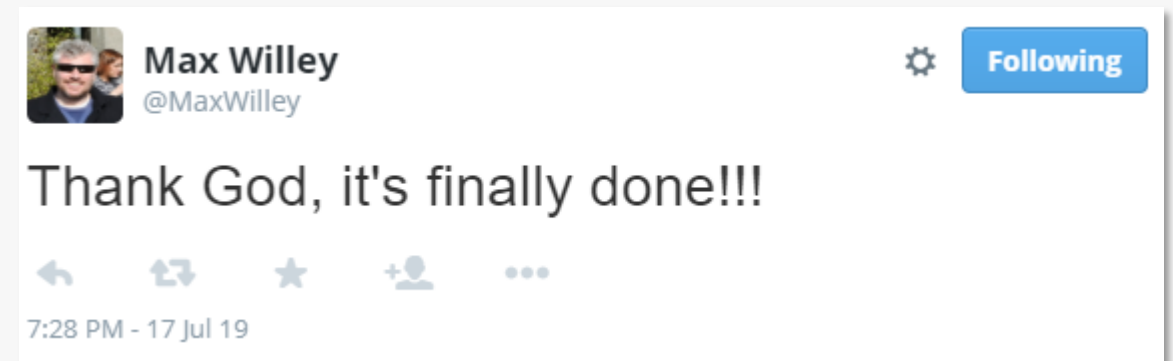
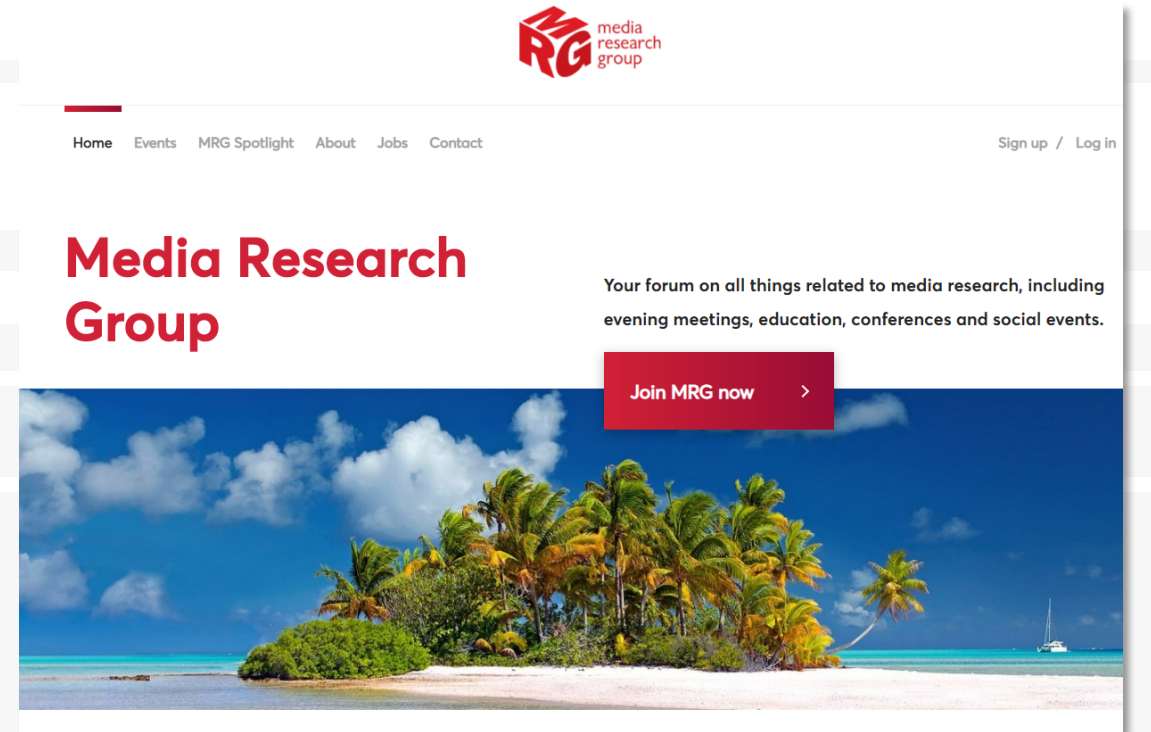
# Commercial & Awards

- Many thanks to all our previous sponsors – large and small – you make it possible for us to continue to offer affordable events
- Lots of opportunities to sponsor the London conference – please drop Frances a line on [frances.Sheardown@kantar.com](mailto:frances.Sheardown@kantar.com)
- Awards season will be in 2020 in line with the Overseas Conference – comms will go out early/mid 2020




# Website

- New website now launched!
- Fixing early bugs and issues but now nearly complete
- Should now be a smoother experience for members, easier to book events




# Website

 **Max Willey**  
@MaxWilley Following


Resolving final issues for the site

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 **Max Willey**  
@MaxWilley Following

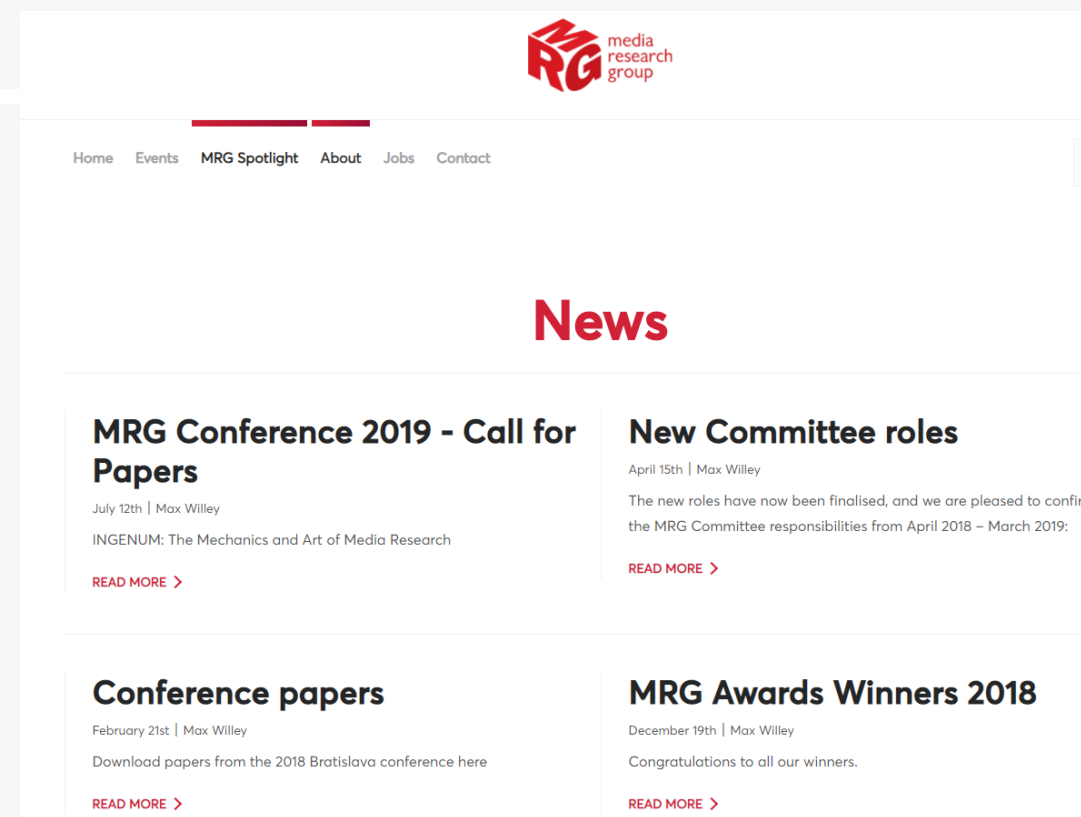
(Re)Launching 'Teams' function to organise, book, and centralise multiple memberships – Keep eyes peeled for announcements

7:28 PM - 17 Jul 19

 **Max Willey**  
@MaxWilley Following

More content to be launched via the News "Spotlight" pages.

7:28 PM - 17 Jul 19



The screenshot shows the MRG website's News section. At the top right is the MRG logo. Below it is a navigation menu with links for Home, Events, MRG Spotlight, About, Jobs, and Contact. The main heading is "News" in red. There are four news items displayed in a grid:

- MRG Conference 2019 - Call for Papers**  
July 12th | Max Willey  
INGENUM: The Mechanics and Art of Media Research  
[READ MORE >](#)
- New Committee roles**  
April 15th | Max Willey  
The new roles have now been finalised, and we are pleased to confirm the MRG Committee responsibilities from April 2018 – March 2019:  
[READ MORE >](#)
- Conference papers**  
February 21st | Max Willey  
Download papers from the 2018 Bratislava conference here  
[READ MORE >](#)
- MRG Awards Winners 2018**  
December 19th | Max Willey  
Congratulations to all our winners.  
[READ MORE >](#)

# Education



**KANTAR**



## Improved Tools of the Trade course

- Great feedback from attendees
- Great speakers covering all aspects of media research techniques and media formats
- Talk to Alex about next years programme and when you can start booking places for new starters.



Posterscope



telmar

JIC WEBS



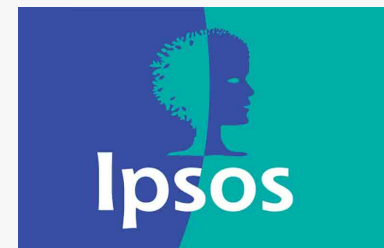
JICREG



phd

# Education

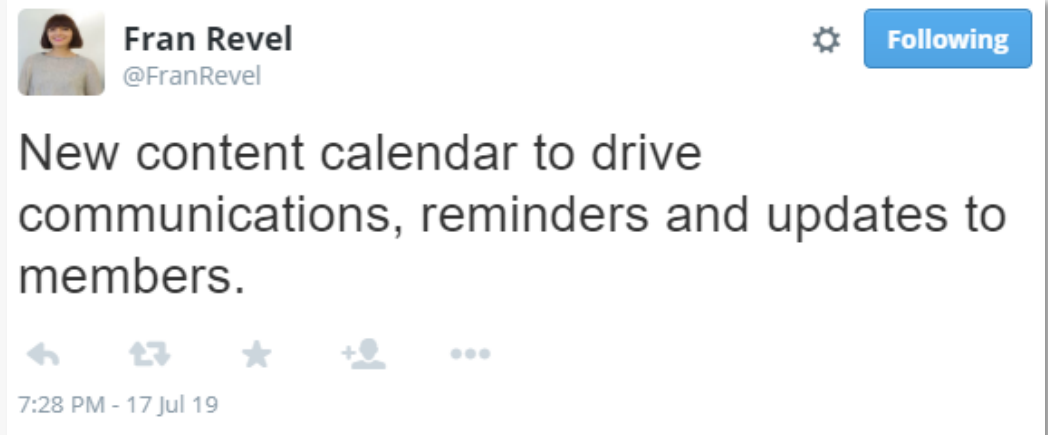
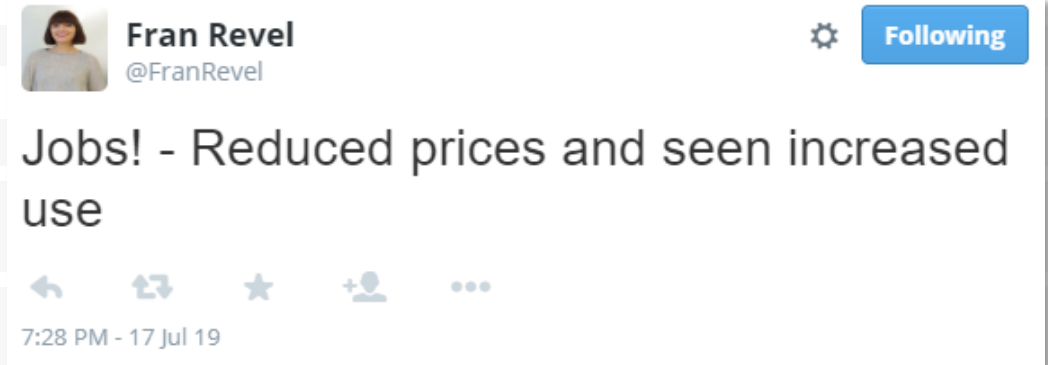
- Launched very successful new courses:
  - R Training course, in conjunction with Culture of Insight
  - Qual research with Jason Vir
  - Narrative with Numbers, with Sam Knowles
- Additional courses planned for the rest of 2019:
  - Questionnaire design
  - Presentation Skills and data presenting
  - Learning and using improv skills to help communicating





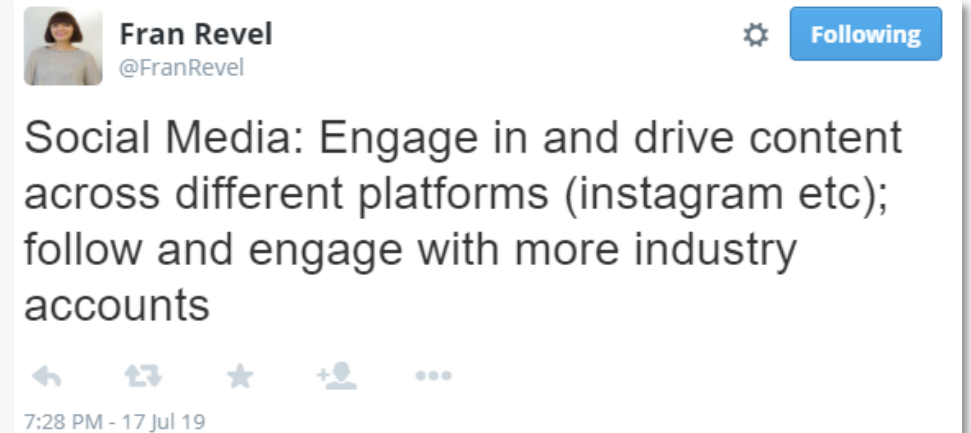
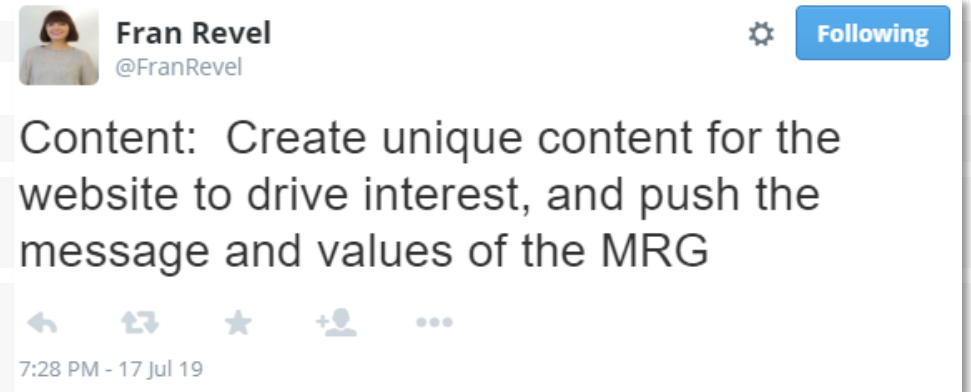
# Communications & Jobs

- Lowered prices on jobs, including multi-buy option, has seen increased use
- Creation of content calendar to ensure members are kept up to date on all upcoming events
- New 'Movers & Shakers' page to highlight industry new hires and promotions



# Communications & Jobs

- Create more content for the website, news, videos, views and opinions
- Engage more with industry social media accounts, and new platforms (Instagram)
- Proactively engage with members more, especially younger members who are new to the MRG



# Social

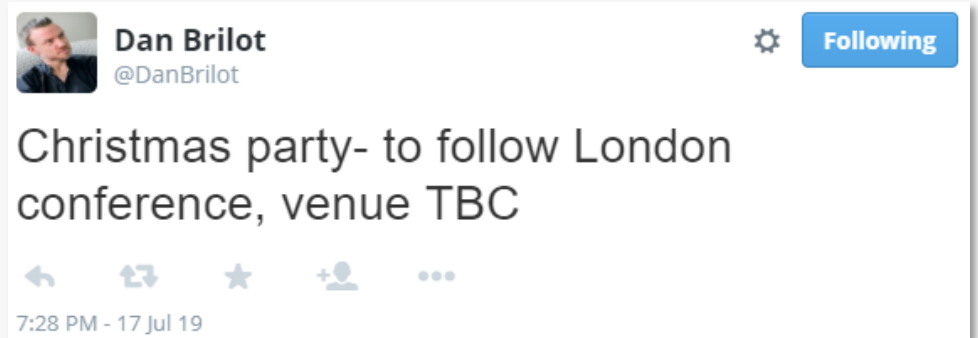
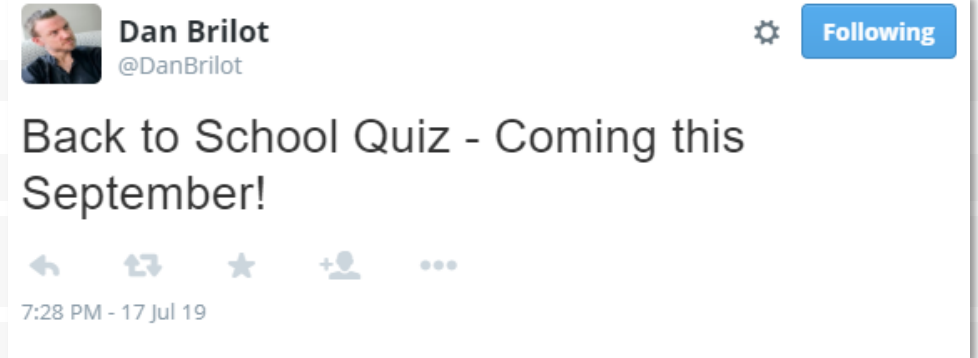
- Successful summer party with 'Love Island' theme
- Over 100 party-goers
- Great feedback
- Thanks to Savanta for sponsorship
- Photos (from the booth) to be put on the website



**Love Island Summer  
Party 2019**

# Social

- More events planned for 2019...
- Quiz night to be scheduled mid/late September, keep an eye out for details
- Christmas Party to be announced, post London conference, so will be somewhere central
- Looking for ideas for the next 12 months so get in touch and speak to Dan





MRG AGM

# ANY QUESTIONS?

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Feel free to contact any of the committee if you have any queries in the future.