

MRG TOOLS OF THE TRADE 2022: PROGRAMME (36th 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.

Timing wise the first seven sessions will run from 4:30pm - 6:00pm and the final afternoon session will be from 2:30pm – 5pm.

We will be serving drinks and canapes after the first and last sessions

The course comprises seven sessions:

1. Overview of research techniques and basic statistics (10th October 2022)

- Introduction to the course, programme and feedback requirements
Introduction to the MRG and the speakers
- An introduction to Quantitative research. The building blocks of media research and campaign evaluation (Graeme Griffiths – IPA)
- Statistics and how to tell if your data is fit for purpose (Corrine Moy - GfK)

2. Digital media (17th October 2022)

- Overview of digital and how research is used in planning. (Hannah Bewley – IAB)
- Social media planning and BLS/ reporting (Reina Harvey and Paul Simpson - OMD EMEA)
- Audience centric data (Ian Dowds – UKOM)

3. Television (24th October 2022)

- An overview of BARB (Jim Jarrett – Barb)
- How research is used to promote television (Rupen Shah – Thinkbox)
- How agencies plan and buy television and how research is used in the process (Will Hardy - The 7 Stars)

4. Radio and Cinema (31st October 2022)

- An overview of Rajar (Lyndsay Ferrigan – RAJAR)
- How agencies plan and buy radio and how radio research is used in radio planning and buying (Tara Wilkinson– Radio Centre)

- An overview of cinema data sources and how they are used (Michael Tull – DCM)

5. Published brands (7th November 2022)

- Introduction to PAMCo (Luca Vannini – PAMCo)
- An overview of the publishing planning process (OMD UK)
- Magnetic will describe how research is used to illustrate the strength of news brands and magazine print brands (Gareth Jones – Magnetic)
- Media owners' proprietary research. An overview of how media owners use research to demonstrate the effectiveness and the value of their media. Some examples from Newsworks own proprietary surveys (Niki West - Newsworks)

6. Outdoor & International media (14st November 2022)

- 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 Smithers – Posterscope)
- International media (Laura Chaibi - Roku)

7. The key consumer surveys (21st November 2022)

- TGI (Doug Keep – Kantar)
- TouchPoints (Simon Frazier – IPA)
- YouGov Profiles/ BrandIndex (Claudia Baranenko – YouGov)
- Consumer Surveys in practice (TBC)

8. Modelling, Visualisation, Use of proprietary insight (28th November 2022)

1. Leveraging and presenting data sources

- Data fusion and integration (Michael Curtis and Harry Ullman – RSMB)
- Integration and modelling (Alan Moore - Telmar)

Tea and coffee

2. Insight in Action

- Visualisation the right type of chart tips and tricks (Scott Thompson – Publicis)

- **Media agency proprietary research and the use of insight in campaigns and evaluation (Ruth Chalisey - Mediacom)**