

MRG TOOLS OF THE TRADE 2020: PROGRAMME (34th YEAR)



This training programme provides an introduction to 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 course will be held at etc Venues, The Hatton, Farringdon ([map](#))

The course comprises seven sessions: Six evening classes from 6:00pm - 7:30pm and the final afternoon session is 2pm – 6pm with drinks afterwards.

1. Overview of research techniques and basic statistics: Mon 17th February 2020

- Introduction to the course, programme and feedback requirements
- Introduction to the MRG and the speakers
- The building blocks of media research and campaign evaluation (*Belinda Beeftink – IPA*)
- An introduction to Quant and other data types and Big Data (*John Carroll – GFK*)
- Statistics and how to tell if your data is fit for purpose (*Dave Chilvers – DCA*)

Chairs: [Alex Maddox](#) and [Stef Hryczyszyn](#)

Followed by welcome drinks hosted by The MRG committee from 7.30pm until 8.30pm

2. Digital media: Mon 24th February 2020

- Digital data sources: Brand safety/Ad verification and site centric data (*Jules Kendrick – Jicwebs*)
- Audience centric data (*Ian Dowds – UKOM*)
- The Media agency in 2020. Overview of the planning process. Tools, insights and action planning

Chair: [Sean Adams](#)

3. Television and Cinema: Mon 2nd March 2020

- 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 (*Nicola Teague and Stephanie Whitfield – the7stars*)
- An overview of cinema data sources and how they are used (*Michael Tull – DCM*)

Chair: [Frances Sheardown](#)

4. The key consumer surveys: Mon 9th March 2020

- TGI (*Doug Keep – Kantar*)
- TouchPoints (*Simon Frazier – IPA*)
- Consumer Surveys in practice (*Claire Linford and Sam Brodie - OMD*)

Chair: [Max Willey](#)

5. Publishing brands Mon 16th March 2020

- The role that newsbrands play (*Natasha Kluger – Newsworks*)
- Researching the strength of print (*Anna Sampson – Magnetic*)
- Overview of the publishing/planning process (*Sarah Johnson – Havas Media*)
- An introduction to PAMCo (*Luca Vannini – PAMCo*)
- JICREG (*Keith Donaldson – JICREG*)
- ABC (*Simon Redlich – ABC*)

Chair: [Joe Lewis](#)

6. Outdoor and Radio: Mon 23rd March 2020

- 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 Smither – Posterscope*)
- An overview of Rajar (*Kamilah Kamara – Radio Centre*)
- How agencies plan and buy radio and how radio research is used in radio planning and buying (*Lyndsay Ferrigan – Rajar*)

Chair: [Charles Lawrie](#)

7. Media Research, planning and insight in action: Monday 30th March 2pm to 5.15 pm

1. Leveraging and presenting data sources

- Data fusion and integration
- Integration and modelling (*Alan Moore – Telmar*)
- Visualisation the right type of chart tips and tricks (*Scott Thompson – Publicis*)
- JICMail

Tea and coffee

2. Insight in Action

- Using insight in planning (*Chris White*)
- Proprietary research and the use of insight in campaigns (*Pauline Robson - Mediacom*)

Chairs: [Alex Maddox](#) and [Stef Hryczyszyn](#)

Followed by a drinks and canapes networking event with members of the MRG committee.

The cost for the course is only

- **£640** for MRG members
- **£695** for non-members - includes MRG membership

Please book via our [website](#).