

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
- An introduction to Quant and other data types and Big Data
- Statistics and how to tell if your data is fit for purpose

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

2. Digital media: Mon 24th February 2020

- The Media agency in 2020. Overview of the planning process. Tools, insights and action planning
- Digital data sources: Brand safety/Ad verification and site centric data
- Audience centric data
- Planning in a data driven world. Digital channel integrations, platforms and systems. Audience based planning.

3. Television and Cinema: Mon 2nd March 2020

- An overview of BARB
- How research is used to promote television
- How agencies plan and buy television and how/research is used in the process
- An overview of cinema data sources and how they are used

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

- TGI
- TouchPoints
- Consumer Surveys in practice

5. Publishing brands Mon 16th March 2020

- An introduction to PAMCo
- JICREG
- ABC
- The use of published media research in the strategy and media planning process (Agency and Newsworks)

6. Outdoor and Radio: Mon 23rd March 2020

- An overview of Route
- How agencies plan and buy OOH and how outdoor research is used in OOH planning and buying
- An overview of Rajar
- How agencies plan and buy radio and how radio research is used in radio planning and buying

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
- Visualisation the right type of chart tips and tricks
- JICMail

Tea and coffee

2. Insight in Action

- Using insight in planning
- Proprietary research and the use of insight in campaigns (Media agency speaker)

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](#).