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President's Voice



APRC President Voice – March 2016

Welcome to the first newsletter for 2016.

I hope you all took the time to explore ways to grow yourself within our industry profession via GRBN's 100 Day Growth Challenge launched last quarter.

If you did not get a chance to see this great initiative, check it out here:

<http://grbn.org/100-day-growth-challenge-can-you-take-it/>

Welcome Language Connect

I wanted to kick off this Newsletter by welcoming and thanking our great new APRC Newsletter sponsor, Language Connect - <http://www.languageconnect.net/>

Language Connect is a language translation and localisation services company and Baxter Tan, a great supporter and contributor to the APRC, leads their business for the APAC Region from their Singapore hub. Their products and services accelerate international research projects by eliminating all manual co-ordination work.

The APRC are excited and grateful for the support of Language Connect, Baxter and his team.

Launching the GRBN Learning Centre

One of the goals we aimed for this year was a commitment to the development of professional learning opportunities across our member organisations. The launch of the GRBN Learning Centre will be a key item agenda at the next GRBN Executive Management Board (EMB) meeting in London on 13 March.

It will be an excellent resource for members of APRC as we will have the ability to access online webinars and useful courses (initially in English). Content will be available from associations around the world including MRS (United Kingdom), MRIA (Canada), CASRO (United States) and AMSRS (Australia) at member rates.

Trials sessions will roll out within the next few months. The benefits for national associations in APRC who currently do not provide online training/ webinars is as follows:

- **Efficiency** -Delivering world-class content to members without having to use resources to create it
- **Savings** (e.g. no cost for hosting / invoicing / content creation)
- **Value add to members** - discounted access to world-class content for members

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- **Expand our membership base** - offer world-class content of interest to new members
- A possibility to create an accreditation scheme

Membership Fees Due

The APRC continues to be the prime network for exchanging information and knowledge on marketing research in the Asia Pacific region, so don't forget that membership fees are due in April 2016. Please be prompt with your association payment this year.

Save the Date – 14th & 15th November 2016, Tokyo

Our focus remains on providing value to our members by facilitating industry information and then sharing across countries, through our annual APRC conference. You will find more details about the conference below.

I hope you are all geared for another year of APRC collaboration, and I hope you enjoy this quarter's newsletter.

Regards,

Peter Harris
APRC President

APRC Conference – Save the date!

The 8th annual APRC Conference this year will be held on 14 & 15 November 2016 in Tokyo, Japan.

Please make a note of the Summit meeting date and the Conference date as outlined below:

APRC SUMMIT MEETING 2016

Monday, November 14th, 2016
Hyatt Regency Tokyo, JAPAN

APRC CONFERENCE TOKYO 2016

Tuesday, November 15th, 2016
Hyatt Regency Tokyo, JAPAN

Translation:

Simultaneous translation from Japanese into English will be offered.

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Accommodation:

The JMRA have negotiated preferential room rates of the Hyatt Regency Tokyo for the week of conference for delegates who require accommodation.

Further detailed information about the APRC Conference will be updated to the URL below:

<http://aprc-research.com/events-conferences/tokyo-japan-14-15-november-2016>



KORA News

Completion ceremony held for the '2015 Marketing Researcher Training Course'



Since 2014, KORA was selected as an operating agency for the 'Marketing Researcher Training Course' under the Youth Employment Academy Program run by Korea's Ministry of Employment and Labor.

80 trainees participated in this training to gain knowledge and skills to become a successful researcher. KORA also manages a matching program for trainees and KORA members.

The 2nd wave, consisting of 40 trainees, completed the course in February 2016 and KORA held a ceremony to celebrate the completion on March 11, 2016.

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MRSM News

The Marketing Research Society of Malaysia will be having their AGM on 22nd March. As this is an election year for the MRSM, a new lineup of official bearers will be appointed during the AGM. The elected officials will be announced shortly.

RANZ News



For immediate release: 18 March 2016

IT'S AWARDS TIME: CALLING NZ RESEARCH, INSIGHTS AND DATA AGENCIES AND CLIENTS

The wait is over and the excitement begins, with entries opening for the bi-annual Research Association Effectiveness Awards 2016 and with three new categories announced!

"This is going to be a fantastic year," says Horst Feldhaeuser, Board Member, Research Association New Zealand. "We've introduced three new categories to ensure our RAEAWARDS continue to develop alongside global and local trends and emulate the way our members conduct their research activities."

International Award

This is a new award for a New Zealand based agency or client working in at least 1 international market. The work may involve multiple research partners but the lead agency or client must be based in New Zealand. The end client may be based in New Zealand or entirely off-shore.

Community Advancement Award

This is a new award for work conducted primarily for the greater good of the profession or the wider community. For example, pro-bono work for not-for-profits or work that significantly contributes to social or societal issues.

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Sustained Success Award

This is a new award for work over a minimum of 3 years, showing how an ongoing research initiative leads to success. For example, multiple success points of an ongoing client-research partnership, longitudinal or tracking work.

“We feel these new categories will really open up further opportunities for non-traditional and more diverse entries, we encourage anyone involved with research, data and insights to visit our website to find out more and for the full list of award categories” says Horst.

Mark your diaries for the professional insight industry’s big night out. The awards will be presented at a black tie evening at The Hilton Hotel, 2 September 2016.

Visit www.ResearchAssociation.org.nz to find out how to enter. If you are interested in being a sponsor of this significant industry event, the association is still taking requests of interest by email: secretary@researchassociation.org.nz

-ends-

*For further details contact Claire Lloyd on email:
secretary@researchassociation.org.nz*

GRBN News



GRBN’s quarterly newsletter will be coming out at the end of April 2016. The topics that will be covered in the upcoming newsletter include:

- GRBN Learning Center – Now open for business
- Why Dapresy is supporting the learning center
- ESOMAR-GRBN joint guidelines update
- Online Research Guidelines – Why you should care
- Research methodology under the microscope: the interim findings of the UK poll inquiry
- Article on learning
- 100-day growth challenge: Impacting and delivering value to clients
- AMRA – Africa on the move
- China goes New York
- Upcoming events

We expect the newsletter to be distributed to APRC members in mid-May.

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AMSRS Webinars only \$88 AUD for APRC members



If you have not registered yet, don't forget to register to the AMSRS webinars at the special price of **\$88 AUD** per webinar.

The AMSRS holds one webinar per month for its members, we would like to extend this offer to all APRC members. [Click Here](#) to download the AMSRS Webinar brochure.

In order to register for a webinar you are interested in please email us on admin@aprc-research.com and we will register you and send you all the details.

Keeping the contact list up to date

We would like to thank all the APRC members who have been providing their contact updates to us over the last few months. Please continue to inform us on relevant contact changes. To download the APRC contact list [click here](#). Have a look at your section and let us know of any changes by sending them to aprc@amsrs.com.au

Send us your news

APRC Newsletters for 2016 will be released in March, June September and December. If you have any news for the June edition of the APRC Newsletter that you'd like to share with your APRC members, please send it to admin@aprc-research.com by **Tuesday 31 May 2016**.

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