

ASSOCIATIONS EXECUTIVE COMMITTEE

MINUTES OF THE AEC AND ASSOCIATIONS
STAKEHOLDERS DIGITAL MEET-UP OF 19 MARCH 2020

Recordings

The digital meet-up was recorded, the recording is available for download at the following URL: <https://recordings.join.me/iHhjJvaHpUOCWdbSqJxZ7Q>

Agreed action points

- Need to bring together and share training offers from associations
- ESOMAR will help bring together, share and promote guidance issued by national associations on Covid-19 through its country page mechanisms
- Associations can help share stories from researchers both on Covid-19 research conducted and also on how they are adapting operations
- Training to support the transition of F2F operations to online methods needs to be collated, promoted, and delivered in the context of crisis management
- Sharing information about governments support

Opening remarks from AEC Chair Dominique Servant

Dominique Servant opened the call and recalled the purpose of this session: sharing experience between associations, what everyone is up to, where we can work together and how ESOMAR can help and support

Tour de table: impact on your association, on your members, actions taken, planned

Philippe from Syntec (France): page online that summarizes what companies are doing. Given guidance on what can be done and what not, based on the government guidance.

Catherine from Adetem (France): created a WhatsApp group to inform and discuss best practices. Cannot give financial help to members but maintain publishing important content. Of course, postponed all “physical” events.

Kelly from QRCA (US): Most qualitative research is in person research. Many members have postponed their research or taken online where possible. In the US there are huge differences between measures taken by State. Sent out a survey on impact of covid-19 on their business. Next week meet with chapter chairs to go over the issues people having. These Chapters are organised per State and will be holding their own local meetings and share strategies on best practice to combat the situation. Furthermore, the QRCA will be organizing webinars and virtual events for profession development

Mateo from ASSIRM (Italy): We are in particular situation, where the country almost completely closed down. Nevertheless, we are trying to continue with our work to the extent possible. We are informing companies about the regulating, but not what you cannot and can do. We are also communicating that MR companies are still working, because online work can still go on. We keep in touch with the companies, making sure all information is published on the website. There are Issues with signing contracts with clients, which is not possible online.

Alina from SORMA (Romania): We are following the same pattern as Italy, first actions taken to limit activities. Places where lot of people come together are shut down, people have to work from home and don't go outside. The state is looking at how to economically support companies. No longer research in person (e.g. focus groups). There're particular issues for boutique agencies, of which there are many Romania. External legal council is being sought to advice about the situation.

Joyce from NIMRA (Nigeria): The associations in Africa will have a meeting next week to discuss the situation and what steps can be taken.

Sunjab from MRSI (India): we have reviewed the ESOMAR advisory and adopted it to the Indian market. Extending the materials coming from ESOMAR. We've had a discussion with our agency group and following government advise. With precaution measures F2F work can still continue for now. Focus is on ensuring that community members are safe, and also understand that people rely on the work done. Trying to move as much as possible online.

Amanda from Brazil: trying to limit face-2-face work

Claudio from AMAI (Mexico): taking action, following the governmental actions. Concern that country is reacting slow. Trying to move as many work to online, but there is also an issue with existing economic crisis. Avoiding f2f and focus groups.

Patricio from SAIMO (Argentina): We are facing a similar situation as the rest of world. A key question is understanding what we can and cannot research. Some clients have stopped their trackers, they don't believe what the outcomes as a result of the crisis. The country is trying to prepare for the virus, but the situation is not as dire yet compared to any of the other countries.

Tim from WAPOR: We are unsure about holding our conference, but it is likely this has to be moved to an online conference. We have national representatives in 50 countries, whom well contact this week to learn what going on in their country.

John from CRIC (Canada): Canada is well positioned to move things online. We are encouraging to do research, even though it is not business as usual. The more we continue, the better position we are when the crisis is over. Very aware that there will be economic hardship, which will reflect on the sector.

Scott from ARF (US): We have completed redone the event agenda to move a lot of content online and using Corona as key topic for discussing. We're advising member on getting the tone right in their messaging, while encouraging to continue research.

Issuing guidance is complicated because of a very lax government, making it hard to decide how to respond. Encouraging members to speak up through their CEOs about the situation. The situation is further complicated because US states are issuing their own measure, fragmenting the landscape.

Hana from SIMAR (Czech Republic): The country in lockdown, but local agencies offer their knowledge and expertise to the government to help mitigate the crisis. We are reassuring clients to do research through CATI and online.

Joint actions: are there any missing resources you need, or joint actions you'd like to see taken

Reg Baker: are there topics we should not be researching? People are under a lot of stress so answers you might be getting can be way off than what you get in a few months' time. Clients are asking about to advise on this.

Paul Koske: not sure if we are in a position to provide guidelines. These are tough times, so agencies might not be too happy to turn down any project.

ESOMAR: we trying to reassure the members, starting tomorrow we will be organizing calls to share best practices for our members. Collating the feedback and sharing it with the community. Also if your associations are providing any guidance to your members we would be happy to pass that on. We are currently setting up central point for sharing research on covid-19

Pravin: Using the downtime to organize trainings for the members

Urpi: In Perú, we partnered with other local associations of the communication industry to publish a joint message. You can check it on https://www.linkedin.com/posts/apeim_trabajosano-yomequedoencasa-peraeqestaerennuestrasmanos-activity-6645433682221953024-oBTB

Kelly: For qualitative research – there are online discussion board that can used for online focus groups, also possible to go using apps for shop experiences without a moderator. There are actually quite of view platform available and should raise awareness We are going to the members to share success stories about you can do online, digital and/or virtual. Going to send it for reassuring measures to the clients

Reg: ESOMAR can play a role to offer online training from national to international audience and showcase the success stories from the different markets.

Alina: is ESOMAR working with EU on the economic impact and support the industry? Share actions you take to mitigate the economic impact
ESOMAR is going to create a platform to share national initiatives and leverage that information.

Next Steps

ESOMAR: if you want to share resources please contact [Dominique Servant](#).
Going to organize these calls as often as people feel is needed. ESOMAR is here to help you and very mindful of the situation everyone is in.

Thank you all for your participating, looking forward to continuing working with you all.