

# INTERVIEW

**WHAT  
MEMBERS  
WANT**

**Data protection / privacy**

**? Where do  
you stand**

**RANZ**  
**Research**  
Without Boundaries  
**Conference**

**Taming qual with technology**



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Well summer is definitely over. After a wonderful cricket season we can now focus our attention on Rugby and League and the various sports involving round balls. And what about industry goings on?

The major item on the calendar this year is the APRC Conference 2015 being hosted for the first time ever right here in little old New Zealand. What this means for all of us is that we will be joined at our conference by around 50 senior researchers from all over the APAC region and beyond, bringing a truly international flavour to the whole event. Winifred Henderson and her team of enthusiastic volunteers are doing a sterling job of getting everything organised and it is shaping up to be an outstanding conference for the profession, sponsors and clients.

The conference theme is “Research Without Boundaries” signifying the increasing fuzziness of boundaries between countries, disciplines, agencies and methodologies and how this presents not only challenges but major opportunities for business and therefore the whole research and insights industry. You need to plan to be there and I encourage you to book your tickets today because once the word gets out I believe we’re going to see them scooped up pretty quickly and the venue has a strict limit which can’t be exceeded.

One of the things members have been asking for is more external stimulus ie you are asking us to find speakers that will inspire you, broaden your horizons and open your minds to greater

Rob Bree  
General Manager



possibilities. And that’s exactly what we’ve managed to do. You’ll hear from top quality speakers from a broad range of industries all of whom have proven themselves many times over to be masters of their craft. Reputable industry leaders like Peter Cullinane from Lewis Road Creamery and Kevin Bowler from Tourism NZ to name just a couple. This issue contains more details of the conference so remember, don’t delay, order your tickets today.

Also featured in this issue is some more information on Asia Pacific Research Committee of which RANZ is a member. We are fortunate that through APRC and GRBN we have links into a large network of other associations around the globe. The aim of this is increasing collaboration and sharing. We are confident that New Zealand members will benefit substantially from this in the years ahead. Our own Winifred Henderson is vice-president of APRC and she speaks a little bit about it this issue too.

Stay warm in the coming months!

Best regards

Rob

## InterVIEW

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# SPOILER ALERT



It will be the biggest conference our industry has ever hosted. The conference is the most important event of the year and a rare chance to socialize with researchers from other countries. Find out who is speaking and where you need to be on the 7th and 8th of September. **Pg 9**

The process of transformation that began with the merge needs to continue with momentum. We don't have all the answers just yet but we know that we have an interesting journey ahead. Read about what members want from their industry association. **Pg 17**

One of the joys of qualitative research is the rich, interesting data it generates. The downside is that it is can be more time consuming to analyse than numerical data. Dr Lyn Lavery, New Zealand's leading expert on QSR NVivo, outlines what help is to hand for qualitative researchers. **Pg 22**

Qualitative researchers - don't allow hitchhikers! Grant Storry tells us why, and how to avoid five other common qual traps. **Pg 24**

ESOMAR's new Data Protection Checklist is designed to be practical by translating data privacy regulations into everyday terms - with the aim of guiding researchers on their responsibilities towards respondents within a global data protection framework. Read our summary and review where your organisation stands on data protection and privacy. **Pg 28**



**BACK TO BASICS**





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WHAT'S INSIDE

# HOT TOPIC!

**D**ear Ed,

Just wanted to add some feedback on Paul Bain's article "Academic vs Commercial Research".

Paul Bain's article on academic vs commercial research strikes a chord with us here at Unitec, we find ourselves balancing both in an effort to increase our academic staff professional development with our client-side team resources to mutual benefit. As client side practitioners we do all the usual commercial projects such as brand health, word of mouth measurement, segmentation and the like, but in addition we also support academics with fieldwork and analysis in exchange for co-authorship in journal papers. It's turned out to be a great way to build rapport between the two domains of commercial and academic research. There are also tangible benefits through an increase in PBRF for the institute and more published academic work for the practitioner - published work that can be used to build credibility and content for marketing collateral. If you are interested in understanding more about our model let me know.

Kristo Fallas  
kristo@marketresearch.ac.nz

“ Hi Kirsto,

*There is a big gap in the knowledge shared from academic research into corporate research. Your initiative sounds great and more of us should be doing this. There's a wealth of existing research out there that can be used to refine research objectives and methods for both practitioners and academics. We look forward to reading some of your published work!*

Ed

”

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**RSVP's closing soon for our back to the basics workshop! [Sign up here](#)**

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## Great 1/2 day workshop for marketers and researchers

**Horst Feldhaeuser**

Group Client Director at Infotoools, Market Research Evangelist, Data Visualization Expert, Presenter & Contributor, QPMR

Good one Research Association to put on a 1/2 workshop on basic market research skills with Fellow and Research Ranter Jonathan Dodd. Goes well with my Data Quality blog.

[>CLICK HERE](#)





## Patricio Pagani interviewed on RBDR

**Sue Cardwell**

Marketing, Consumer Insight, SEO, Data Visualization at Infotools

With the publication of Infotools guide to unlocking research potential, Bob Lederer invited the ex-MRSNZ president onto his show:



Bob Lederer interviews Patricio Pagani: 5 key steps that client researchers can and should take with data collected in assigned projects | Infotools [hubs.ly](https://hubs.ly)

There are five key steps that client researchers can and must take with the market research data they collect. The reason: potentially underutilising data and wasting research investment. This applies to new and past research they commission. Bob Lederer on his Research Business Daily Report finds out more from Infotools' Patricio Pagani.

[>CLICK HERE](#)

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RT @ResearchRanter: Some of the worst research conducted gets regular high profile coverage... [lnkd.in/bnF6VmX](https://lnkd.in/bnF6VmX) #RANZ #MRXNZ

### Viewer Polls: More Hype than Substance

As I write this, the fate of John Campbell is uncertain. Overseas readers need to know that Mr Campbell is a high-profile New Zealand current affairs presenter who for many years has ...

[>CLICK HERE](#)



## First hardly anyone come up with transformation ideas - what followed will blow your mind!

**Horst Feldhaeuser**

Group Client Director at Infotools, Market Research Evangelist, Data Visualization Expert, Presenter & Contributor, QPMR

"We did try and create an on-line discussion. We got some interesting answers. From around ten people." But read on what's happened at the conference when attendees finally got their head around for MR evolution to transformation. <http://hubs.ly> ...



The Big Transformation Debate | RW Connect [hubs.ly](https://hubs.ly)

This years ESOMAR MENAP forum was built around the theme of transformation. So it made sense that we attempt to find out from the near 200 attendees what they saw as the issues that will really effect or force change within the market research industry in the region and beyond. [>CLICK HERE](#)

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@relishresearch  
blog -  
some great  
thoughts on  
neuromarketing  
>CLICK HERE



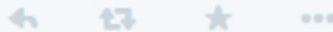
**Simon Thompson** @RelishSimon · Mar 27

Blog post for day 2...[relishresearch.com/blog/neuro-mar...](http://relishresearch.com/blog/neuro-mar...) #NMWF



**Research Association** @ResearchNZ · Mar 26

RT @relishresearch: World Forum on #neuromarketing is proving great food for thought. Check out the Blog [ow.ly/KNFfV](http://ow.ly/KNFfV) #RANZ #MRXNZ



**Simon Thompson** @RelishSimon · Mar 26

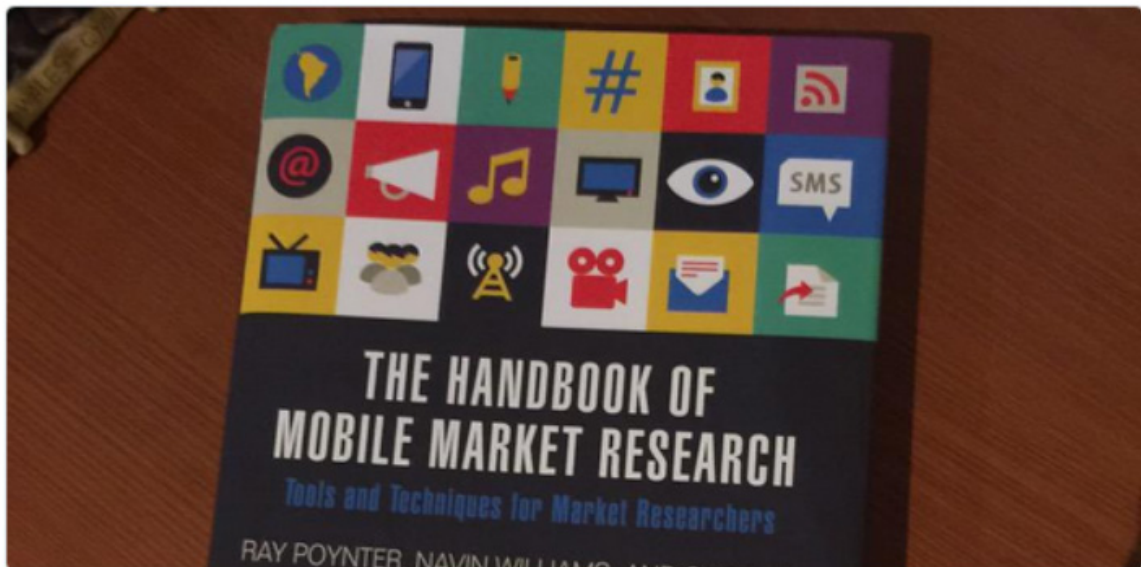
A few musings from day 1 at the #NMWF in Barcelona...[relishresearch.com/blog/neuromark...](http://relishresearch.com/blog/neuromark...)



**Research Association** @ResearchNZ · Mar 23

RT @banglaman: Market Researcher, or learning to be one? Get it, if you haven't already! #RANZ #MRXNZ

>CLICK HERE



**K**EEP IN TOUCH

Contact us at:



[CLICK HERE](#) to contact our editor



# A once in a decade opportunity

Winifred Henderson is busy with the preparations for the conference. We caught her shortly after she returned from a meeting in Tokyo with the APRC/GRBN executive.

## “Our profession is changing”

New Zealand joined APRC 3 years ago and we are deeply involved in the work of APRC. Why is APRC important to us?

APRC is a prime network for exchanging knowledge and information about market research and related industries. By being involved, we can collaborate with our peers from other countries to strengthen the position of our industry.

## APRC MEMBERS:

AMSRS - Australia	AMSRO - Australia
CMRA - China	CMRS - Chinese Taipei
PERPI - Indonesia	JMRA - Japan
KORA - Korea	MMRA - Mongolia
MRSM - Malaysia	MRSS - Singapore
RANZ - New Zealand	TMRS - Thailand

Our profession is changing and there are new professions out there that promote alternative services to the same clients. In other countries

*This year New Zealand has been selected to chair the Asia Pacific Research Committee (APRC) conference. Winifred Henderson represents New Zealand on the APRC committee and is Vice President of APRC. We met with her to discuss the upcoming conference and why it is such a great opportunity for New Zealand.*

*By Jakob Bjerre Knudsen*

the same challenge is felt and I believe that we can face this together.

## “It will be the biggest conference our industry has ever hosted”

One strategy is to promote trust in the industry through the quality of the work of its practitioners. APRC supports the work of National Associations, among other initiatives, by providing access to education and training, with an emphasis on professional standards, guidelines and best practice market research.

*We have been granted the honour of hosting the APRC conference this year. How important would you say the conference is?*

The conference is the most important event of the year for APRC. Over 250 delegates from Asia Pacific, Europe and the Americas will participate in the event.

It will be the biggest conference our industry has ever hosted. This conference is a rare chance to socialize with researchers from other countries and hear the latest trends from leading business people and industry speakers.



During the conference we also host the APRC executive committee meeting. This is an annual meeting of the full APRC committee, where strategies are reviewed and updated.

*What can you tell us about the theme of the conference?*

This year's conference theme is "Research Without Boundaries". It refers both to the increasingly international nature of research projects and to the blurring of lines between the wide variety of research and insights fields. We want to challenge and inspire delegates to push past traditional boundaries and to embrace the knowledge and technology from other fields.

At the conference we plan to show a broad range of organisations bursting through barriers and boundaries and growing their businesses accordingly.

---

**Conference Key Note Speakers:**

Peter Cullinane	- Co-Founder Assignment/ Lewis Rd Creamery
Phil O'Reilly	- CEO, Business NZ
Kevin Bowler	- CEO, Tourism NZ
Alexis Perrott	- Global Research Manager, NZ Trade & Enterprise
Dominic Quin	- Director, Marketing - Planning & Insights Fonterra Co-operative Group Limited

*Do you intend to give the conference a Kiwi flavour?*

Absolutely! We are working with Tourism New Zealand to ensure that our visitors get the opportunity to experience New Zealand and our culture first-hand.

*Why do you call this conference a once in a decade opportunity?*

The 12 members of APRC host the conference in turn, so it may very well be a decade before we get to host the APRC conference again.

---

**Winifred (top left) in the research industry**

- Deputy Chair RANZ, 2015
  - Vice President of APRC 2014/2015
  - Fellow of RANZ
  - Convenor of Judges, and Judge, of the Effectiveness Awards since 2008
  - Convenor and Judge of Rookie of the Year 2014
  - Part of the One Industry Working Body, who completed the merger of MRS and AMRO in 2013
  - Transitional Board member of RANZ, 2014
  - Owner and Managing Director of Prime Research since 2006
  - Professional in the NZ research industry since 1998
-

# Look who's Talking

## APRC Speakers 2015

### Dominic Quin

*Director Planning & Insights - Global Brands and Nutrition, Fonterra*

Dominic's role includes the development and implementation of global best practice consumer and shopper marketing, insight generation and strategic planning and digital platforms, best practice tools and frameworks which drive marketing excellence and superior business performance across Fonterra.

Previous Role: Marketing & Innovation Director - Fonterra Brands NZ

Career: 20 + years in marketing in UK, Australia and NZ, within FMCG, Retail and Entertainment.



### Phil O'Reilly

*Chief Executive of Business NZ*

New Zealand's leading business advocacy group, representing thousands of businesses of all sizes.

Mr O'Reilly and his Wellington based team work with companies, organisations and political and other decision makers, advocating for New Zealand's success through



sustainable economic growth. His background includes industrial advocacy and leadership roles in banking, publishing and media. Phil O'Reilly is Chair of the Board of the Business and Industry Advisory Committee to the OECD and is a member of the Governing body of the International Labour Organisation.

In New Zealand he chaired the Green Growth Advisory Group, and is Chair or Member of several public and private advisory boards in areas as diverse as manufacturing, exports, tertiary education, trade, tax, retirement, R&D, innovation, employment, child poverty, health & safety, skills, government procurement and sustainable business.

### Business without boundaries

Phil O'Reilly considers the trends that are changing business today new sources of value, new approaches to trade, and an exponentially growing information base. Phil reflects on the place of innovation, diversity, and new technologies in business.

### Peter Cullinane

*Founder of Assignment Group and Co-founder of Lewis Road Creamery*

Peter is a founding partner of Assignment Group as well as founder and Chairman of Lewis Road Creamery. Additionally he is a director of SkyCity Entertainment, STW Communications and APN News and Media.

Peter is a Kiwi. His career included roles as CEO of Saatchi and Saatchi New Zealand and Chief Operating Officer, Saatchi & Saatchi Worldwide. Since returning to New Zealand and establishing Assignment Group New Zealand Limited, Mr Cullinane has specialised in providing strategic advice to a wide range of New Zealand and international clients.

As a dyed in the wool believer in the power of brands, he established Lewis Road Creamery in 2011 as a personal mission to demonstrate the value of brands in an industry which has traditionally been solely focused on commodities.







## Key dates for your diary

Throw your hat in the ring!

Provide a brief description of your presentation to  
secretary@researchassociation.org.nz

Friday 29 May  
5pm

We'll confirm who's in the training pool by...

Friday 5 June  
5pm

We need to see your FIRST DRAFT by...

Monday 29  
June

Send us your rough slides annotated in the notes pages

5pm

Time for you to practice and make revisions

29 June to

Your trainer will provide feedback & suggestions on your draft

12 July

Let's see what you've got!

Everyone gets together with the trainer to present their draft

Week

(physically in Auckland, via Skype from other centres). Trainer will work with you over the next two weeks to refine your material.

commencing  
13 July

Conference selections advised  
More training / practice sessions by arrangement

Monday 27  
July  
5pm

Show Time! APRC/RANZ Conference, Auckland

Tuesday 8  
September

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\*Conference ticket includes daytime sessions and  
drinks hour. Your employer will need to pay \$ 195 plus  
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\*Dates subject to change – details will be confirmed  
with trainees

For further information on Pecha Kucha see:

<http://www.pecha-kucha.org/what>

Open to all qualifying RANZ members and other young  
researchers nominated by RANZ members. In the  
event that a non-member is selected for training they  
will be required to become a member before  
proceeding.

**So start thinking about your presentation topic NOW!**

**Book your early bird tickets now**

**[CLICK HERE](#)**

\*APRC subsidy available for members  
outside of Australia & NZ



ASIA  
PACIFIC  
RESEARCH  
COMMITTEE

RESEARCH  
**WITHOUT**  
BOUNDARIES

7TH & 8TH SEPTEMBER 2015  
CROWNE PLAZA, AUCKLAND CITY  
NEW ZEALAND





# BIG DATA, MARKET AND CONSUMER INSIGHTS IN ACTION

Presented by Emily Blumenthal, Duncan Smith, Ian Mills, including a Panel Discussion

Having attended a few conferences on big data, I was particularly interested in attending this presentation to see the topic is linked to market research. Emily Blumenthal was first up with a presentation on her lifestyle survey, conducted among Fly Buy members who shop at Foodstuffs.

Because the survey data could be linked directly to their shopping habits, it led to the discovery of all sorts of interesting relationships about consumers' attitudes and actual shopping behaviour. It focused on moving from knowing the 'what' of shopping purchasing, to understanding the 'why' from the survey data.

Emily cleverly revealed the insights available from this approach. Some say an insight is the 'ah ha' moment when you see something that seems obvious, but which isn't clear until you

see it. So Emily teased us by asking us to guess which sorts of people bought which types of products. This was not always easy, but when the answer was revealed it seemed so obvious. It was a great way to show how market research can add huge value to the use of big data.

Next was Duncan Smith, discussing his considerations on what the definition of 'big data' might actually be. Because there are so many possible definitions which are wide and varied, the only real conclusion was that it is bigger than the survey data we as researchers are familiar with. Duncan took the linking of research data with big data to another level by applying a data fusion technique to relate the two.

The third presentation was from Ian Mills, who



has jumped the fence from market research into more general data analytics. Ian revealed that there's a parallel universe to market research in the space of marketing data, and that there are virtually no links between the two. Ian encouraged us to enter this parallel universe, and connect to marketers and this other data. He revealed that big data tends to provide knowledge by incremental gains, but that they add up.

There is more big data around than the ability to make good use of it, and this provides big opportunities for those analysts who can tell stories. A big difference between market research and big data services, is that the latter produces results much faster, typically in

a day or two. For market research to remain of interest and value to customers using big data, it would help if they could find quicker ways to provide results to match. He also referred us to a few upcoming conferences, including one on 'Smarter Data'.

Overall, a wonderful evening of insight (an overused word?) into the world of big data, and the opportunities it presents to us as market researchers.

By Ron Stroeven,  
Co-founder and executive director, Infotools

Contact Ron:

ron@infotools.com | @infotools

 ronstroeven



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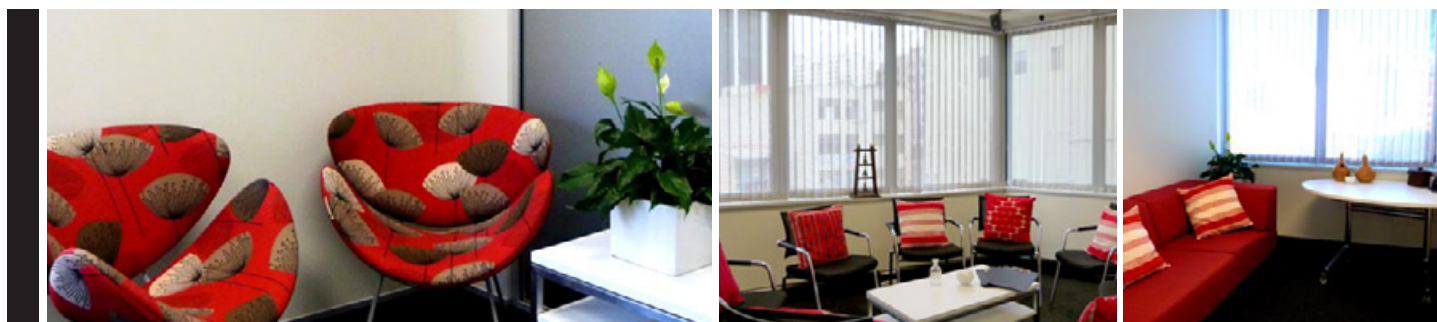
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“

Big Data gives us the What, but not really the Who, and most importantly, not the Why

”

Overall it was very useful. Mainly in terms of putting Big Data in a place as a methodology - what can it be used for, what can't it be used for etc. Five years ago Big Data was this scary term that no one knew anything about. As an industry we felt threatened that it would take over and make us all redundant. Now, after quite a few years, and many streams of literature, clients and researchers have developed enough of an opinion to make sense of Big Data's place as a methodology.

The speakers all had very similar views on Big Data. In particular the fact that it has its uses, can be very powerful, but on its own will not replace what our industry has to offer. The main reason for this is that Big Data gives us the What. Gives us very detailed What, a lot of What, in fact enough What that

maybe one day we won't need behavioural sections in our questionnaires. But it does not give us Situation, not even really the Who, and

most importantly not the Why. An opportunity for the industry really comes from the ability to match our Why with Big Data's What. Something we will probably need to think very hard about in the future.

There were also a few common issues flagged for both clients and researchers. The main one for clients is that even if researchers were able to give them real time analytics from Big Data, they simply just couldn't digest it quick enough. We all know how long it takes a corporation to make a decision... imagine if we were providing a multinational brand with analysis on their portfolio every day for every country

they operate in? What would they do with it?

For researchers, it's technical and analytical. The technical is really an IT issue regarding powerful machines, software and access. For analytical, it's the ability to find meaningful and incremental insights from vast masses of data.

Some researchers have the tendency to over mine data - then present copious amounts of data heavy, significant differences and relationships that aren't meaningful; and with Big Data, there are a lot of significant differences and relationships. So really it's about developing the art of data mining that goes beyond the technical.

Campbell Grieve

 campbell-grieve



# Back to School!

I hadn't really considered doing a Masters, it was just always in the too hard basket ... until now!

Data has always been my thing, from my very first job of creating a database for a customer loyalty program back in the mid-90s (it was quite a novel concept back then!) to my 19 years at Infotools where I have been exposed to a wide range of source data that we've massaged and manipulated into items of beauty to enable their insights to burst out and blossom into informed decisions.

In February's Training Wednesday session, Prof. Harald Van Heerde and Prof. Leo Paas enlightened us on the planned syllabus for the Master in Analytics (Business) degree. The course has 3 main topic areas; Data Analysis, Business Analytics and Applied Business Analytics, and includes an applied project that incorporates 3 months of work experience.

The course covers concepts such as Segmentation, Predictive Modelling and ROI and how these can be applied to any data, with a specific focus on Big Data. We also discussed the value of simplicity and common sense when modelling data - something not to be under-rated!

There is a great need within the data market for people with data analysis skills, business skills, and excellent communication skills. This course

is designed to create a workforce of potential employees where all 3 of these skills are developed to an exceptional level.

Given that these are 3 areas I'm very passionate about, I'm thinking it might be time to go back to school...



**Janine Takle**  
Data Advisor  
Infotools





# Research Effectiveness Showcase



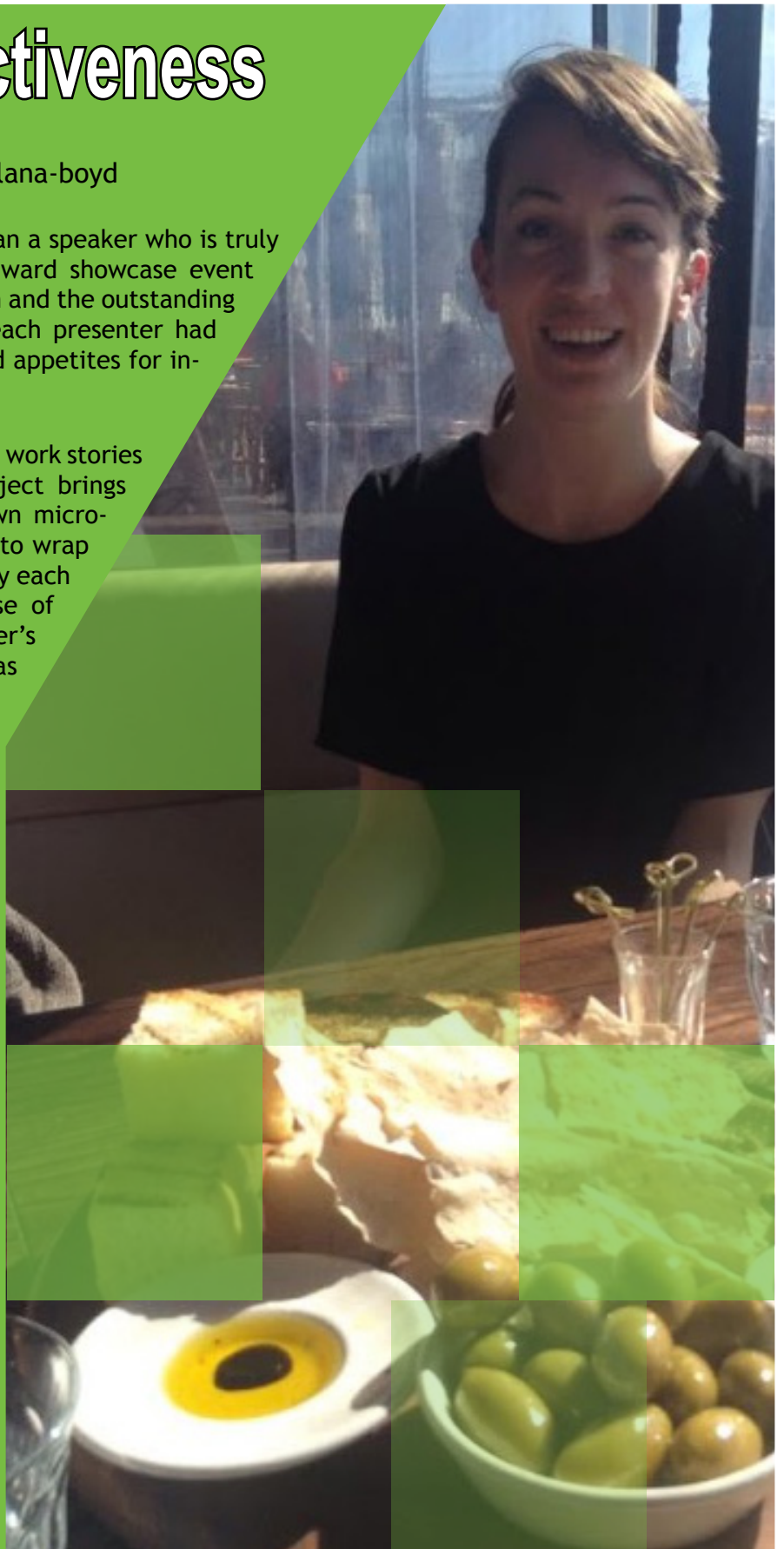
By Alana-boyd

There are few things more engaging than a speaker who is truly passionate about their subject. The award showcase event was a celebration of this kind of passion and the outstanding projects this passion inspires. While each presenter had limited time, a lot was crammed in and appetites for insights were whet.

Call me biased, but I think our industry's work stories are particularly interesting. Each project brings to life a whole new world with its own micro-culture, driving forces and new ideas to wrap your head around. We are fascinated by each other's work; getting to see a glimpse of what has enveloped another researcher's life for a season. In this way, tonight was one of my favourite events on the Research Association calendar, with such an exciting variety of challenges and subsequent learnings to be shared.

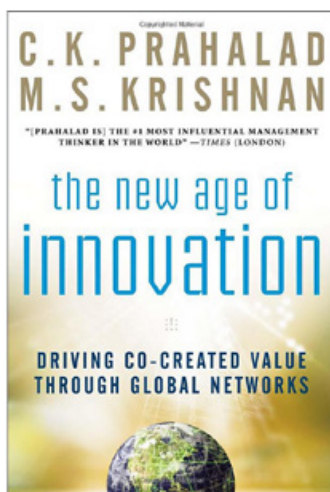
One common theme was how research was employed to shape decision making following the GFC. Several projects started with a brief from the client to reconnect with consumers in a meaningful way; a priority that had often been lost sight of and skewed by other forces. These businesses had realised the power of research to refocus priorities and bring consumers to the fore in a way that had been taken for granted in the past.

While presenters interpreted or ignored the brief of the evening as they chose, I particularly enjoyed those who spoke about the process and methodology of the research. I would love to see the speakers spread out over a couple of nights, giving them time to get more into the detail and further our inspiration!



# The New Age of Innovation: Driving

Co-Created Value through Global Networks  
by C.K. Prahalad & M. S. Krishnan



If your industry is changing, if you are undertaking any change projects in your company, if you are a leader, or if you want to consider a different way of looking at innovation, I recommend this book.

## Are you a linchpin or a clumper?

At a recent conference on working with remote teams, [www.nopantsfest.be](http://www.nopantsfest.be), Professor Bart Cambré,

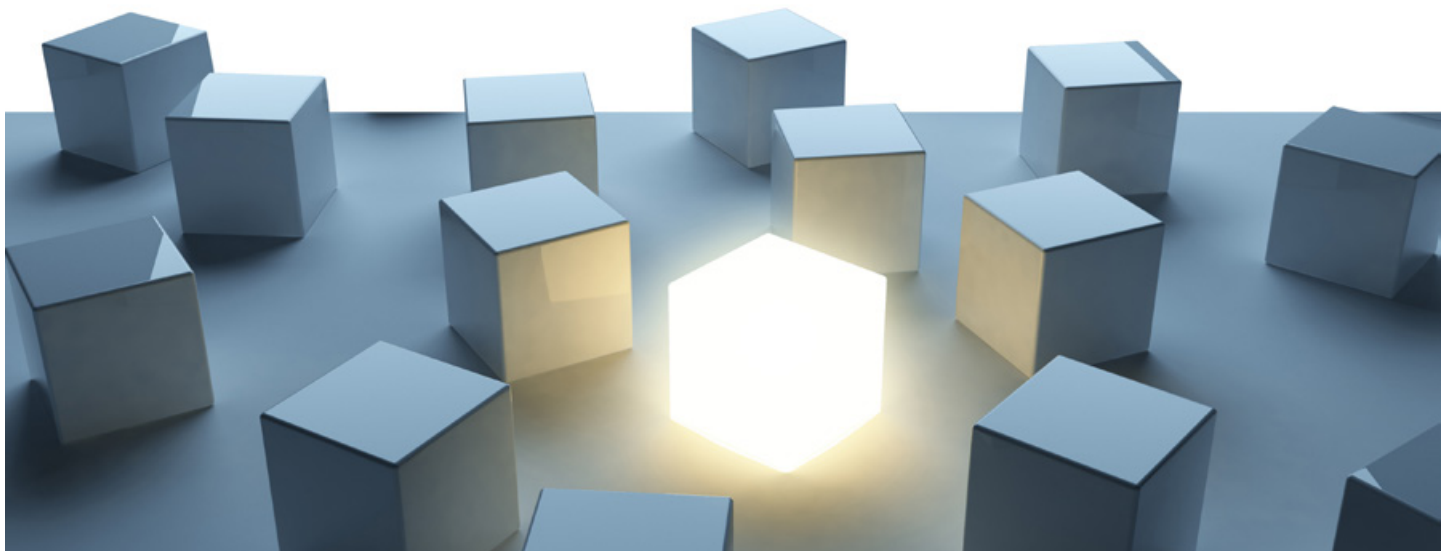
Research Director at Antwerp Management School, gave a talk on 'Unleashing the Full Potential of Social Capital in Organisations' - 'Networks Work!'

"The world is clumpy" he said, and showed us visualisations of clusters of Twitter users, all connected via the same thoughts and ideas and ways of thinking. He then highlighted the links between different clusters and proceeded to charge us with intent to be a linchpin instead of a clumper. He encouraged us to be a broker of innovation, to broaden our perspectives wider than the networks we operate in, and to evaluate our social capital. True innovation, he said, takes place at the brokerage of networks, not within them. He referenced Prahalad and Krishnan's book 'The New Age of Innovation' alongside some others, and I've recently finished reading it.

## How to build a House of Innovation

A widely renowned management 'guru', in both 2007 and 2009 ranked the world's most influential business thinker, by the 'Thinkers 50'; this was C K Prahalad's last book before he passed away in 2010. It was co-written with M S Krishnan, himself named one of the four power thinkers on Business Technology in 2004 by Optimise Magazine.

Together they have authored a book on how to drive innovation and value creation through building organisational capabilities in a world with increasing complexity and competition and where "value is determined by one consumer co-created experience at a time."



The two pillars of the next generation of innovations. They specifically look at how organisations need to transform for a competitive advantage in such a world, and embrace this transformation for an ongoing innovation advantage. They define a new 'House of Innovation' and take the reader through the two pillars of this house and many case studies, each serving to support their teachings, along with some predictions.

Written in 2008, some of the examples and predictions are a little dated for 2015, the teachings and learnings, however, are not. I found the book thought-provoking, relevant, and of value on many levels. My pages are written on, underlined, and tagged with sticky notes, marked for different colleagues at Infotools: 'for Gaby', 'for Sarah', 'for Geoff', 'All of us', 'Change!!' and so on.

The two pillars are essentially two principles:

- N = 1 "value creation must focus on the individual consumer."
- R = G "the approach to understanding the nature of the resource base of large firms and learning out how to access high-quality resources at low cost".

These two principles are covered extensively in the book, the latter being the concept of a network of global resources co-creating innovation, that Professor Cambré refers to. What interested me most were the teachings on business processes as the enablers of innovation. There is also an overarching theme, along with some explicit chapters, on how as managers we need to change to enable innovation and its new house to be built and to stay strong. This theme is one that carried me throughout the entire book attentively and got the most of my annotations.

The surprising truth about where business processes fit in innovation.

The lengthy detail on business processes resonated - Prahalad and Krishnan advocate the need for strategic direction to the application of business processes as enablers of innovation, rather than solely an exercise on cost efficiencies. Having worked for many years over my career in a continuous process improvement environment, looking at them from this perspective was interesting.

According to the authors, an organisation's legacies and the resulting evolved dominant logic, contribute to the social architecture of the organisation. This in turn dictates the way in which managers and subsequently all staff behave. When considered in the context of building a new house (of innovation), this social architecture needs to be examined carefully. I suspect anyone having worked on a change management project anywhere, ever, will likely be nodding sagely right now.

Analytics and ICT are topics the book looks at in detail also. ICT is considered the technical architecture of the house. It has its own application legacies alongside the social architecture. Prahalad and Krishnan consider quality data, and quality analytics, with models built specifically to inform on strategic priorities vital for actionable insights. The authors cover these extensively.

I'm going to lay a foundation for a new House of Innovation; will you?

The world is indeed clumpy and this book provided good insights into how and why we should look to innovation with a fresh perspective. I found new learnings, and different ways of looking at current concepts. I expect I'll be rereading parts, passing on the bits relevant to my colleagues and looking to take action in areas with a different mindset.



By Chontelle Sundborn,

 [chontelle-sundborn](#)

Infotools | @luckleberry

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# What Members want

By  
Rob Bree

*Neither of them is quite Mel Gibson and they didn't have to wear lipstick or wax their legs to complete their assignment, but in the same spirit as Mel had in the hit movie "What Women Want", Grant Storry and Rob Bree set out in the first quarter of 2015 to answer the question...what do members want? This article sets out to summarise some of those findings and the possible implications for our industry.*



**2014** was the first year for the new merged association. Much of our energy went into ensuring we didn't drop any of the old MRS or AMRO balls and at the same time ensuring that RANZ started out on the right track. By the end of the year we felt that reasonable progress had been made.

With the support of the new board members, we started to look to the future this year. We are aware that members need a stronger sense of the future from the association and it was agreed that we first needed to connect with them to gain some understanding of their needs.

I approached Grant Storry, one of our new Board members, to see if he would be willing to facilitate some group discussions and he kindly agreed. While there was a fairly high degree of consistency, the issues across the groups did vary quite considerably in terms of priorities. Without exception though, every group talked about the massive change happening in the industry and the challenge that presents them in their roles.

One of the consistent themes was the need to redefine and reposition 'research'. The meaning of 'research' is becoming dated with many clients falling in love with methodologies they perceive to be more dynamic in keeping up with their needs. This has often led to sacrificing quality for speed. Research managers talked about the loss of control and the fragmentation of the research budget into strategy, insights, data mining and the like.

Members spoke of the industry as quite inward looking. The association was asked to place more emphasis on helping members look outwards and embrace new ways of thinking. Some members have already started down that road themselves and are bringing new disciplines and services into their firms.

There was a concern about standards, particularly those of non-member competitors who do not apply the same level of rigour to their work as professional researchers do. Out of this discussion came a desire for some professional accreditation options. The association will consider this question as a key priority moving forward.

---

## Summary of the themes that came from the research:

- The Research Profession Under Pressure
- The Industry needs to look outwards
- The Industry needs to seriously consider accreditation
- The Research Industry (and the association) needs to evolve
- The association needs to inspire and lead from the front

The message is clear. The process of transformation that began with the merge needs to continue with momentum. We don't have all the answers just yet but we know that we have an interesting journey ahead. We know that the industry needs to evolve and if we don't, the overall research pie will continue to decline. We need to consider how we can incorporate other disciplines into what we do while still holding true to our professional principles.

*The reality is client needs are changing. And clients are changing. They no longer have a vested interest in the tried and true methodologies. Statistical accuracy isn't really the holy grail it once was. Ideas, insights and innovation are the new currency. They want to innovate, experiment and they want their providers to come to them with more magic. That's what clients want, so our members need to find relevant ways to adapt in order to continue staying relevant to their clients.*

We are currently in the process of producing a strategic plan and have brought in an expert facilitator to guide us through to keep us on task. At the appropriate point it will be shared with the members and they'll have an opportunity to discuss and contribute.

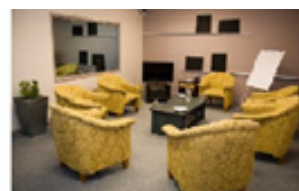
The themes we've identified so far will certainly be high on the agenda. We're already taking a lot of the messages on-board. You'll see that this year's conference incorporates some of what we've learnt. Similarly the professional development calendar includes some more outward-looking opportunities for members. The Board and I are really excited by this. We will be in a position to discuss it further at the forthcoming Annual General Meeting.



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# 5 trends for market research



By Sue Cardwell



@tuesdaysue

## AD TRACKING EVOLVES

# 01

Everything is trackable. The digital advertising world has always been easier to quantify, but now the less-easy media are measurable too.

TV measurement is on the move from Nielsen boxes after many years. Out-of-home signage now tracks how many people look at it.

Putting a price on social continues to baffle businesses, however.

>TWEET THIS

## ROBOTS!

Amazon cleared for drone deliveries.

# 02

Robot concierges at hotels. Robot doctors tracking the vital stats of patients. Robot movies. If there's a theme for 2015, surely it's got to be robots. And how cool is that? What was once science fiction is now here!

>TWEET THIS

## MARKET RESEARCH & SCIENCE FICTION

Speaking of science fiction, how about using it to unleash

# 03

our creativity? That's exactly what Lowe's, the hardware retailer, do in their Innovation Lab. They actually employ science fiction writers to look at their consumer research, and outputs feed new products.

Reminds me of Patricio Pagani's science fiction storytelling session at the last RANZ conference, too!

>TWEET THIS

## AUTOMOTIVE GETS AWESOME

Is it just me, or are the most exciting tales of fast and sexy innovation all coming from the automotive sector recently?

# 04

Think autonomous driving, think Formula E and low pollution electric cars, think of the customisable experience of Apple CarPlay and Android Auto. I can't wait for my disrupted driving future!

>TWEET THIS

## THE FUTURE WILL BE SHORT

Bart De Waele of digital agency Wijs predicts that our attention spans - and everything else - will continue to get shorter.

He cites examples such as big portals turning into blogs turning into tweets;

# 05

market research reports turning into infographics; and the messaging app Take Yo!, the only function of which is to send users' friends the word "yo". He calls the trend "atomisation".

>TWEET THIS

Too much data, and not enough time? This is a common challenge for all researchers, but particularly those using qualitative approaches. One of the joys of qualitative research is the rich, interesting data it generates. The downside is that it can be more time consuming to analyse than numerical data.

Quantitative researchers have a range of tools to process and analyse data quickly and efficiently. Is there similar help to hand for qualitative researchers?

Software options abound to help you achieve quick qualitative outputs, but these often focus on the frequency of particular words, without looking at the context in which they occur. Language, and the way people express themselves, is complex to understand. Word counts simply don't do this type of data justice. ***What is really needed is software that lets you examine the meanings of text, include reflection on non-verbal cues, flexibly build a coding framework, and generate flowcharts of high-level implications for the client.***

Enter QSR NVivo, a major player in the world of Computer-Assisted Qualitative Data Analysis Software or CAQDAS (pronounced cactus). You may have come across NVivo in your university days—it was formerly known by the rather unfortunate acronym NUD\*IST. Initially developed by academic researchers, NVivo is now used by 1.5 million researchers worldwide across a wide range of sectors, including market research.

As trends in qualitative research have developed, so too has NVivo. ***Gone are the days where qualitative data was simply the transcript of a focus group, or open-ended responses to a survey. NVivo can handle these tradition-***

***al data types, as well as multi-media, social-media, and mixed-methods data.*** It also integrates with data-gathering applications such as SurveyMonkey and Evernote, and allows for easy importation of webpages.

Quality, credibility, and rigour are important concepts in the research we conduct. NVivo helps me achieve these by automating the manual or clerical tasks associated with qualitative research, thus saving time, and allowing me to focus on analysis.

With NVivo I have access to a range of data visualisations to help me look for patterns; I can ask NVivo to automatically code my data based on a particular structure or topic; I can streamline transcription of interview and focus group data; and can use the in-built query tool to discover what different segments of my sample are saying. Being able to automate these tasks gives me the luxury of immersing myself in the data, to really explore what people are saying and how it relates to my client's objectives.

As Grant Storry highlighted in the last issue of InterVIEW, there is no step-by-step guide for qualitative researchers — individuals need to find their own way through the analysis process. Software such as NVivo helps you do this—as the researcher, you're the one in control:

- Choose which data types to include, and how you would like to analyse them
- Start your analysis as soon as fieldwork starts, or wait until data collection is well underway
- Decide how detailed your analysis needs to be—use the automation tools for a quick analysis, or take your time

and code data manually.

- Work individually or in a team — with NVivo, team members can build on each other's insights and interpretations, opening up further avenues for in-depth, fast analyses.

***As trends in market research move away from traditional survey methodologies, we need innovative analysis techniques to match our new methods.*** NVivo is not the only CAQDAS option suitable for market research — software such as Dedoose, ATLAS.ti, and MaxQDA all have useful features—but none have yet won me away from NVivo.

Technology doesn't have all the answers for a qualitative project—we need our researcher brains, collaborative creativity and lightbulb moments — but it is an incredibly valuable addition to a researcher's toolkit, and remarkably quick to learn. As methods and technology advance, who knows what might be round the corner for our qualitative research. In the meantime, consider using a CAQDAS to tame your next pile of qualitative data.

Download a free trial of NVivo: [>CLICK HERE](#)

Introduction to NVivo: [>CLICK HERE](#)

Introduction to CAQDAS: [>CLICK HERE](#)

NZ NVivo Resources: [>CLICK HERE](#)





# Turning qualitative research with NVivo

Dr Lyn Lavery, Director of Academic Consulting, is New Zealand's leading expert on QSR NVivo.

With a passion for high quality research, she's out to help New Zealand researchers from all sectors achieve just that.

 @laverylyn



*In the last InterVIEW issue, Grant Storry outlined some best practice for qual. Grant is back this issue to highlight some traps qualitative researchers can fall into and how to best avoid them.*

1

### **Tackling analysis at the end of the fieldwork**

Analysis should be a continuous process - starts at the briefing and ends at presenting.

2

### **Writing slides without developing a presentation structure**

At the very least you should have a skeleton framework waiting for the detail of research findings.

3

### **Only describing what people said or what happened**

The example below provides no insight or action able outcome "Brand X was described as a cat, while brand B was described as an elephant". "And here we have the collages that people created". Clients expect interpretations - what the information means for their business problem.

4

### **Being single minded about the outcome**

Deciding what the answer is and using the fieldwork to justify you previously formed hypothesis is a big bias - It's good to test a hypothesis but you must be prepared to let it die quietly if the data suggests otherwise



By Grant Storry

Grant is an award winning qualitative researcher. After a distinguished career holding top qualitative roles, Grant followed his dreams of forming his own company Sonar.

[@bravepants](#)

[grant-storry](#)

## 5 Allowing hitchhikers

Everyone who takes part in the research should be a part of the analysis - don't just do the fieldwork and hand over the script!

- Other members of the project team can sit back and tag along. They do not fully contribute - meaning their fieldwork role is wasted.

## 6 Brainstorm the analysis a.k.a 'analysis by whiteboard'

Although useful when deadline is tight, this method is full of flaws and risks because you are often relying only on what you can remember which can be patchy and incorrect. In these situations, the following can happen:

- One researcher can dominate and sway the direction of the analysis.

- It can actually take longer if people are hitting it cold, with no prior analysis of their fieldwork.

All of these minimises the reliability of your findings - best practice is to have each person involved in the fieldwork to conduct detailed analysis on their own and then get together as a group to discuss and challenge any conflicts or inconsistencies in the findings.



60



@rob\_bree



robbreestrategydesigner

## seconds with **ROB BREE**

### Who's who in MR ...

Rob has been in marketing for thirty years; the last ten years as a strategy design consultant. Prior to that, a marketer with Coca-Cola, ASB Bank, Grifins, DB Breweries, Restaurant Brands and GlaxoSmithKline. Rob lives in Meadowbank with wife Denise and their cat Pepe. He joined AMRO in 2010 and worked with boards of AMRO and MRS to eventually achieve merger and new RANZ.

Rob and his wife Denise also own and operate a small fine foods company called Heaven-sent Gourmet which sells dressings, vinaigrettes, relishes and confectionery. They have just recently launched a new “weight and wellness” brand called More-or-Less®. Rob is a father and grandfather. He has a weakness for convertibles, chardonnay, his lovely wife Denise and his two granddaughters Chloe 2 and Angela 9.



“

- Friday night drinks? Meet me at: ..... *My place. On the deck. Bring chardonnay or craft beer. Or champagne (Veuve) if you insist.*
- Chilled out weekend brunch? Meet me at: ..... *Spices Thai in Mt Wellington. After living in Bangkok for three years I am severely addicted to Thai food and have to get my fix every weekend.*
- I get stressed out by: ..... *Researchers. I've discovered in the last few years that they are a unique breed.*
- To relax, I: ..... *Curl up on the couch with a movie and a chardonnay (oh and maybe the other half) Or...I put on the shoes and hit the road for an hour or so*
- The music I'm listening to right now is: ..... *Whatever I come across in Spotify. Have recently gotten into "The XX".*
- An ideal weekend: ..... *A bach we rent up at Matapouri near Tutukaka.*
- People who have inspired me recently: ..... *The RANZ Board Members (they didn't pay me to say that, really!) I really admire them for their devotion to the industry and their willingness to give their time so generously.*
- The MR innovation I'm most excited about: ..... *The Post-It note and Sharpie (that's two innovations isn't it).*
- When I win the jackpot, you'll find me: ..... *You won't find me!*
- If I wasn't a market researcher  
(consultant / GM) I would be: ..... *A surgeon or an architect or someone who builds supercars. Their loss eh!*
- I love my life because: ..... *I have a lot of freedom to do the kinds of work I love most.*

”

# ESOMAR DATA PROTECTION CHECKLIST

ADVICE FOR ALL RANZ MEMBERS



Following widespread consultation, ESOMAR's Data Protection Checklist was launched in January this year as part of International Data Privacy/Protection Day. The checklist is designed to be practical by translating data privacy regulations into everyday terms - with the aim of guiding researchers on their responsibilities towards respondents within a global data protection framework.

The checklist can be viewed / downloaded: [CLICK HERE >](#)

The Research Association was encouraged to participate in a recent webinar launching the checklist. Rob Clark (Managing Director of

Nielsen, representing the Research Association) and David Fougere (MD of Phoenix Research, representing Research Association Fellows) did this on behalf of the association and made a number of observations on the implications of the checklist for New Zealand.

They strongly recommend senior researchers read and consider the new checklist carefully. "It's very well written and contains a number of points that are useful and valuable, if not critical, for every research business, and all senior researchers, to be well informed about" said David Fougere. Data Protection and Privacy - timely prompt to review where you stand:

## 1. Know the law

There have been an increasing numbers of cases internationally where heavy fines are being imposed for breaches of privacy laws.

## 2. Be careful when moving data between countries. The laws differ and a New Zealand research firm could find itself held to account by laws unfamiliar to us (for example, privacy laws differ even between different Australian states).

## 3. Ensure you have written agreements covering Data Protection and Privacy with any subcontractors handling your data.

## 4. Take care with use of cloud storage.

Whether for data collection or transmission, temporary storage, backups or archiving - data protection and privacy laws in other countries could apply to your data and you might not know this. ESOMAR strongly recommends researchers locate personal data on a private cloud, rather than a public one. Note - it is proposed that the Research Association Code of Practice is extended/strengthened to cover cloud storage.



5. If you get a request from a member of the public for the personal information held on them, it's critical that proper policies and procedures are in place for authenticating the identity of the person making the request. Imagine the damage to our profession if a member was found to have assisted unknowingly with a high-profile case of identity theft!
6. Take care that you are not provided more personal data than is relevant by clients. There are strong arguments in favour of keeping personal data transferred between organisations to a reasonable minimum.
7. Personal data extends to data such as video recordings and passive data collection. In some situations it extends to data from social media.
8. ESOMAR and a number of countries view B2B data as requiring the same protections as personal data about individuals. That's an example of how data protection can be viewed differently in different countries, since the NZ Privacy Act explicitly states that personal information does not extend to information about a company.
9. Understand what de-identifying (anonymising) really means.

### Tell me again why is this important?

As researchers we rely on the goodwill of the public so they will participate in our various forms of data collection. We need to earn and protect this goodwill, and give the participants in our research the respect and privacy protections they deserve from us. If that's not enough to convince you this really matters, watch out at least for legal implications!

# MOVERS & SHAKERS

## INFOTOOLS

Infotools founders Anthony Franklin and Ron Stroeve celebrate their 25 year anniversary with the company.

We also send a "happy anniversary" to Terry McCarthy who has celebrated his 20 years with Infotools.

And congratulations to Charles Che and Viviana Colonna who have each been part of the Infotools team for 10 years.

And Brenda Johnston celebrates her happy 5-year anniversary with Infotools.

Amanda Boote has joined the Infotools team as business development director in Europe. A strong, commercially-focused market researcher, we're excited about how she will complement our plans for expansion there.

## COMPANY NEWS

Infotools director and ex-president of MRSNZ Patricio Pagani held a popular session at Insight Innovation eXchange Latin America in Mexico City.

Patricio showed off the stunning Data Insight Visualization Awards from New Zealand to the Latin American researchers.

**MAY**

**13**

**RANZ PRESENTS:  
RESEARCH PRACTICE**

1/2 DAY WORKSHOP 1: BACK TO BASICS

Getting the DO's and DON'T's in Market Research right from the beginning.

Venue: TBC, Auckland

Time: TBC

[CLICK HERE >](#)



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**17**

**ESOMAR  
Asia-Pacific**

For the 16th edition of our annual marketing and research Asia Pacific event the focus is on the business value of insights with a sharp lens on THE NEW.

Join us in Singapore, ranked #1 by the World Bank in their 'Ease of Doing Business Index' providing the perfect backdrop for a regional networking event that's geared to doing business.

[CLICK HERE >](#)

**19**

**AMSRS webinar  
series**

**WEBINAR: MICRO-SIMULATION IN  
RESEARCH**

We will learn how SimulAlt uses artificial Intelligence with multi-dimensional databases and a human cognition reasoning engine to predict consumer choices and behaviour.

Venue: Group screening at Infotools or at your PC

Time: 1-2pm

[CLICK HERE >](#)

**JUNE**

**3**

**2015 MRA INSIGHTS  
& STRATEGIES  
CONFERENCE**

MRA's conferences offer indispensable education to keep you informed and up to date on the latest trends and developments in the profession.

Presentations from leading experts cover all facets of the marketing research spectrum and apply to all skill levels and career stages.

Venue: San Diego, CA (USA)

[CLICK HERE >](#)



## 10 DIGITAL NATIVES / INFOBESITY (RANZ)

An epidemic is plaguing the corporate world, and people have already coined a word to describe it—Infobesity.

Are we getting too much digital information and how we deal with it? Presenter: Andy McLeish, Colenso, + Panel of Digital Native Perspectives (users).

Venue: Auckland

[CLICK HERE >](#)



## 14 ADVANCED RESEARCH TECHNIQUES (ART) FORUM

**Insights and Inference From Thoughtful Analysis.**

Whether you're a researcher, academic or practitioner, we invite you to join us in June for the AMA's 26th Advanced Research Techniques (ART) Forum.

Venue: San Diego, CA (USA)

Register by May 18 and save!

[CLICK HERE >](#)

## 15 INSIGHT INNOVATION EXCHANGE -

**Imagine It. See It. Do It.**

Venue: Venue: Atlanta (USA)

[CLICK HERE >](#)

## 16 AMSRS Webinar Series:

**CONJOINT ANALYSIS KEN DEAL**

Presenter: Ken Deal, Chairman of Strategic Market Leadership and Health Services Management in the DeGroote School of Business at McMaster University, and President of marketPOWER research inc., Canada.

Venue: Online

[CLICK HERE >](#)

**JULY**

**8**

## RANZ AGM ANNUAL GENERAL MEETING

Venue: TBC, Auckland

Time: TBC

[CLICK HERE >](#)

### SEPTEMBER

7	Research Association NZ Annual Conference	Auckland
27	2015 AMA Annual Conference: Inspired Marketing	Austin, TX (USA)

### OCTOBER

14	Research practice 1/2 day workshop 2 - advanced techniques	Auckland
21	CASRO 40th Annual International Conference	Miami, FLA (USA)



# Keep your research knowledge up to date

Professional development series is usually held by Research Association NZ on the second Wednesday of every month in Auckland.

GBRN webinars take place monthly. You can watch at your desk or together with other researchers at a group screening at Infotools.



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