

Do we need research now that we have big data?

The research business has the potential to benefit and to suffer from technological developments and current trends in peoples' behaviour. The volume of available data has exploded bringing new and exciting opportunities. Yet the complexities present greater challenges on how we measure and understand the people we want to buy our brands.

- Do quantitative surveys still have a role as respondents become increasingly elusive?
- Do big data hold the answers to all of our research needs?
- What is the value of qualitative research now we have millions of data points?
- Are we drowning in data but lacking in insight?
- Does traditional market research have a future at all in this new and often baffling world?

The Research Network is holding an evening meeting to discuss the urgent issues facing the research industry. And we want your views and a wide ranging discussion.

In the chair will be **Brian Jacobs**. Brian has over 35 years of experience in advertising, media and research companies. He is an experienced moderator and the author of the popular (and often controversial) Cog Blog.

Brian will be joined by three experts in their respective fields with different perspectives of what is required of research and its uses.

Claire Aldous is the founder of Emerald Thinking where she heads data planning and analytics. Claire describes her role as 'going beyond traditional methods to de-code consumers' deep seated emotions'. She is an expert in relationship marketing and loyalty programmes and has worked with a wide range of clients including John Lewis, Volkswagen, BMW and Disney.

Fiona Blades established the MESH research agency in London in 2006. She is now based in New York having successfully expanded the business into other parts of Europe, Latin America and Asia. MESH handles clients such as Delta Airlines, LG Electronics, Unilever and Diageo. Fiona is responsible for the creation of syndicated studies in key business sectors that cover all touchpoints and incorporate sophisticated qualitative diagnostics.

Paul Gayfor is a Planning Partner at Goodstuff Communications which is one of the fastest growing media agencies and which was named 2017 Media Agency of the Year by Media Week. As a strategist advising clients such as Virgin Media, Yorkshire Tea, ITV and House of Fraser, Paul is well placed to provide a perspective on which type of research is most appropriate when addressing different brand situations.

This promises to be an evening of lively discussion and debate and we hope that you will join us and join in.

Date: 19th March 2018: 6pm for 6.30pm start Venue: The IPA, 44 Belgrave Square, London SW1X 8QS

Ticket price: £15 Drinks and light snacks will be provided.

Space will be limited so please RSVP asap to book your place. Send your cheque made payable to 'The Research Network' to Gill Wareing at 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF Alternatively, you may make your payment direct to the Network's bank account: Barclays Epsom Branch. Sort Code 20-29-90. A/c. No. 20483818, but if you do so please email Gill with your name and the names of any guests gillm.wareing@ntlworld.com.