

## **EVENING MEETING**

### ***CAN THE RESEARCH BUSINESS SURVIVE WITHOUT INCREASED AUTOMATION?***

Much has changed in the research business in recent years with new methodologies largely driven by digital technologies. Now we hear that the business will change further still through increased automation. We are told that this could potentially mean fewer people but also more opportunities for better, more streamlined and faster results.

While we are all agreed that increased efficiency and flexibility are desirable, there are differing views on the strengths and weaknesses of a more automated industry and its implications both for research quality and company structures.

We invite you to join The Research Network for an evening meeting to air and discuss these urgent issues.

**Brian Jacobs** will chair the event. 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. He will be joined by experts in their respective research fields each with a different perspective on this burning question.

**Stephen Blouet:** Survey and Normative Systems Domain Lead at Kantar.

**Sabine Cronick:** Head of Quantitative Research at 2CV.

**Helen Rose:** Head of Insights and Analytics at the7stars.

**Ben Haley:** Insight Director at Initiative UK

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



**Date: 6<sup>th</sup> March at 6pm for a 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 reserve your place.

Send your cheque made payable to 'The Research Network' to Gill Wareing, 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF. Alternatively, you may pay direct to the Network's bank account: Barclays, Epsom Branch. Sort Code 20-29-90. Account number: 20483818.

Guests are most welcome. Please email Gill with their names at [gillm.wareing@ntlworld.com](mailto:gillm.wareing@ntlworld.com)