



<http://www.esomar.org/index.php/events-congress-2010-video.html>

WORLD

ESOMAR

RESEARCH





# MEMBERSHIP, HIGHLIGHTS ON ACTIVITIES AND PROJECTS

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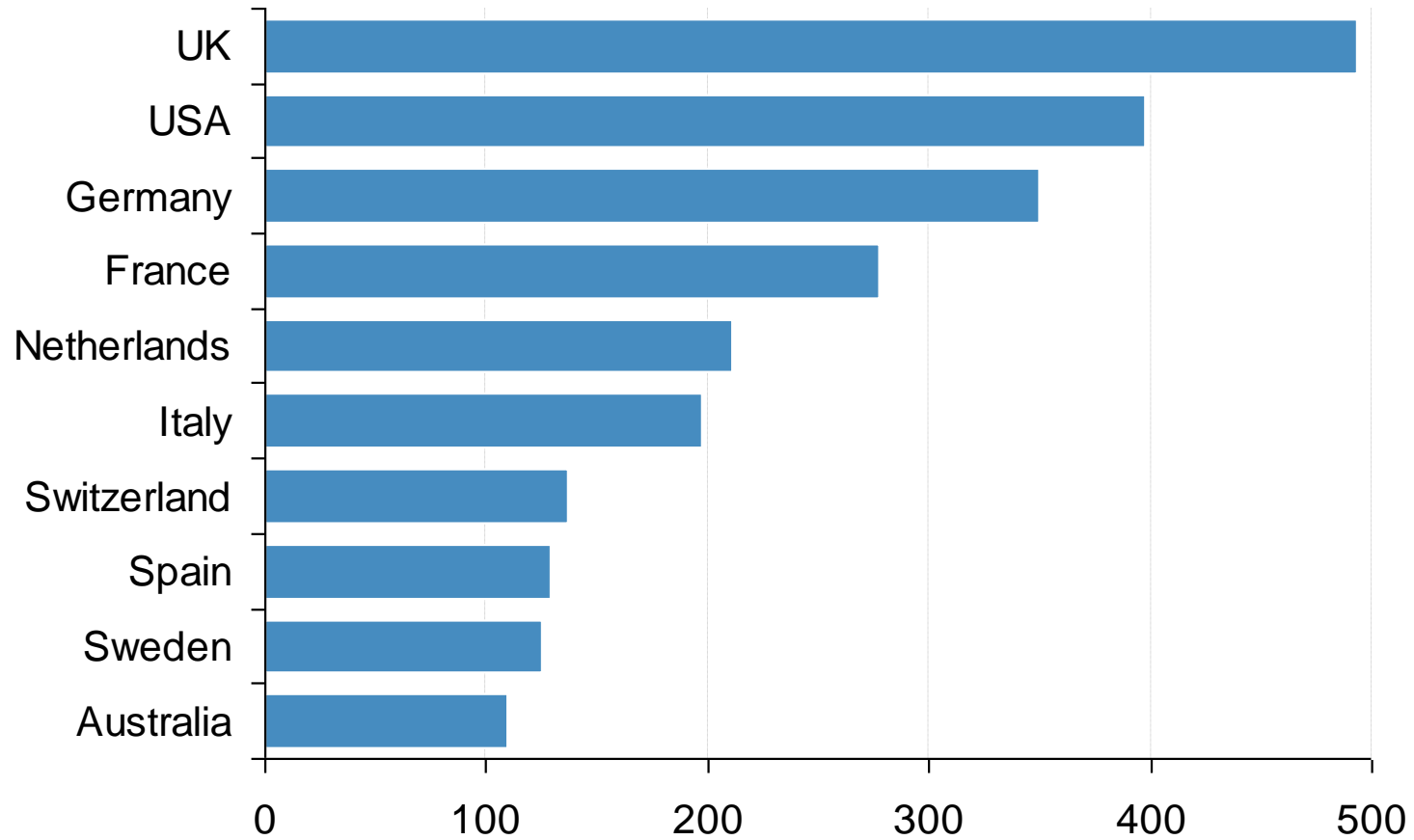
# WHAT IS ESOMAR?

- ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide
- WHY BECOME A MEMBER
  - Be international and stay ahead
  - Be professional
  - Be informed
  - Be recognised
  - Be connected

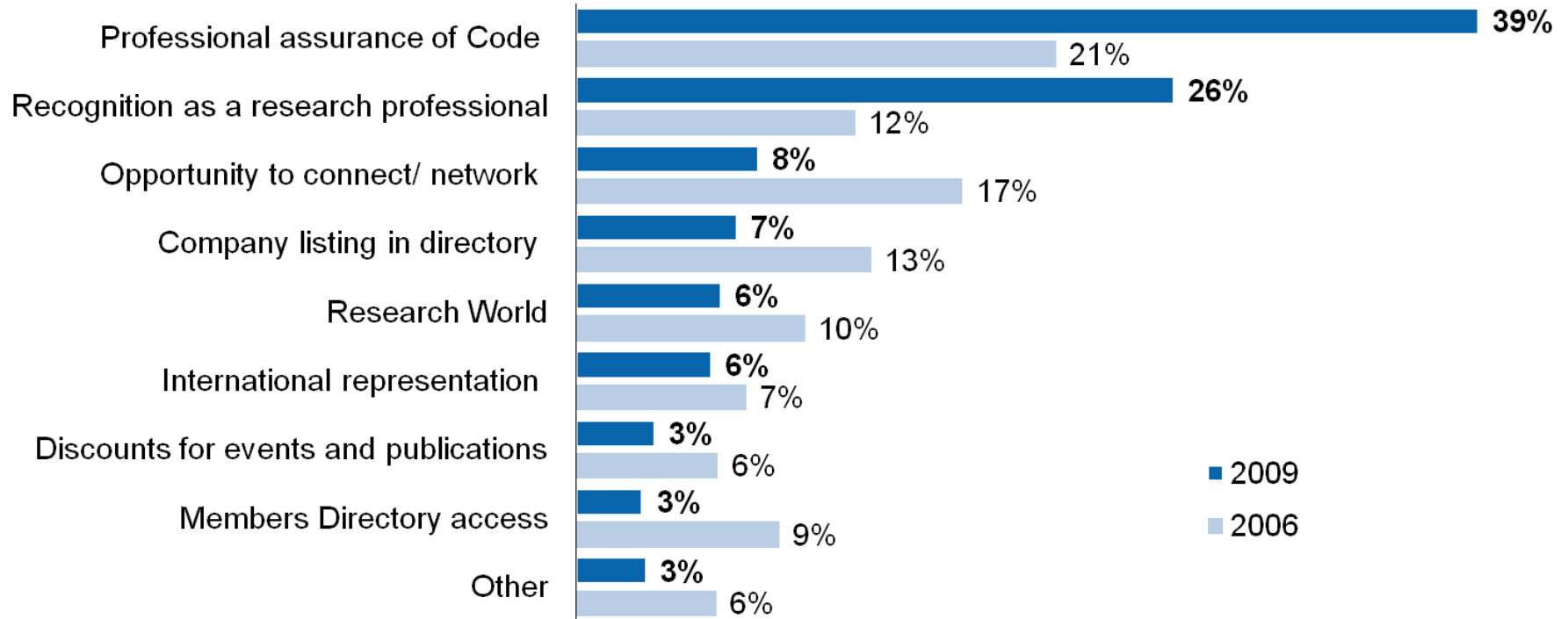
# MEMBERSHIP STATS 2007–2010

Membership base	2007	2008	2009	2010 YTD August
<b>Total members</b>	4819	5142	4756	4887
<b>G/YP members</b>	N/A	N/A	N/A	33 (+ 21)
<b>New members</b>				
	451	638	462	622
<b>Resignations</b>				
	364	315	848	306
<b>Net acquisition</b>				
	87	323	-386	316

# TOP 10 COUNTRIES



# NO. 1 MOST VALUED MEMBERSHIP BENEFIT – 2009 VS 2006

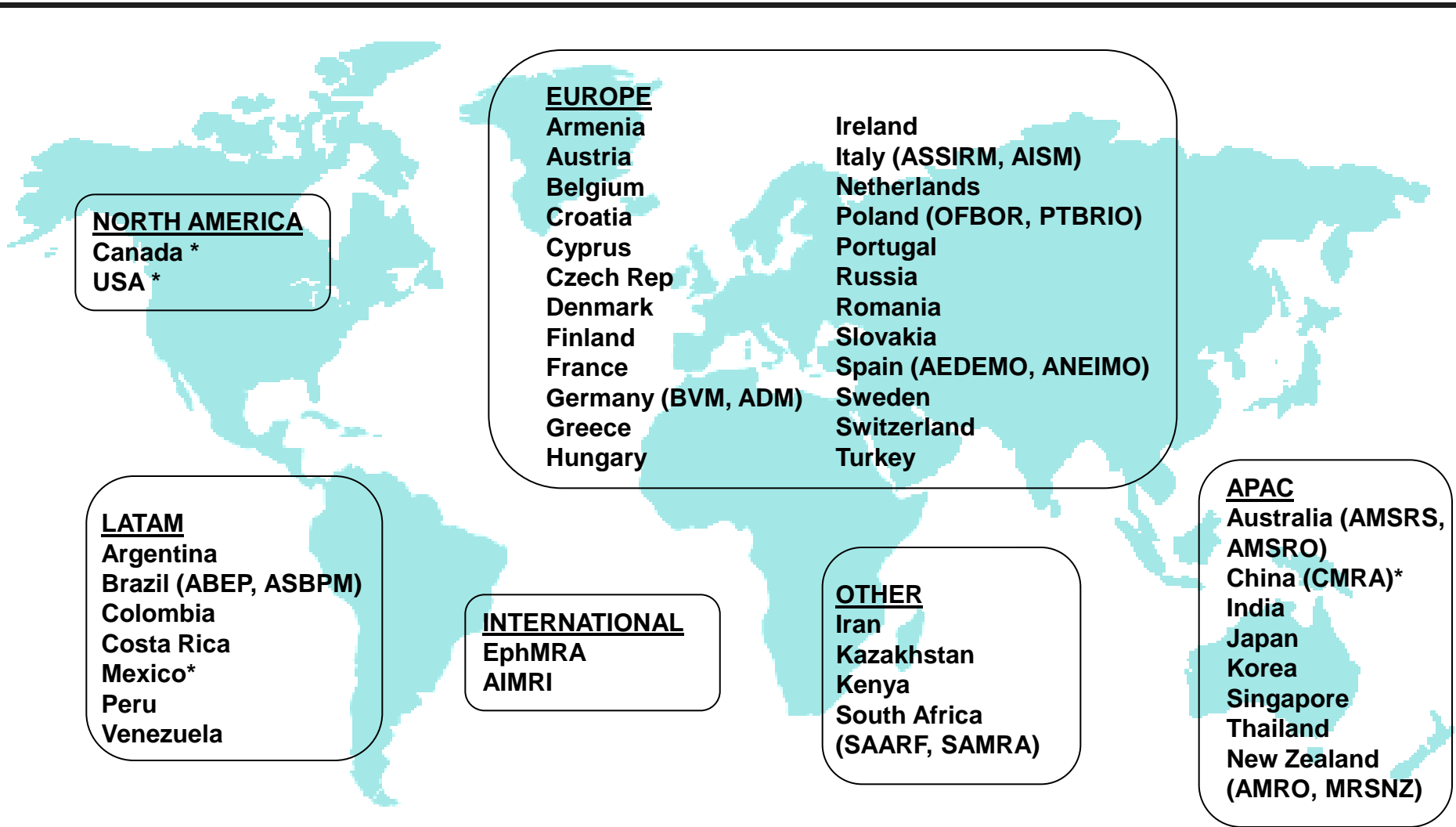


## Members primarily value the professional assurance of the Code with almost 40% choosing it

- There was much greater diversity in which benefits were most valued in 2006, and the opportunity to network ranked 2<sup>nd</sup> instead of 3<sup>rd</sup>
- Whilst the importance of the professional assurance offered by the code has grown significantly this is at the expense of other benefits – particularly directory access and networking

## STRENGTHENING SELF REGULATION: ICC/ESOMAR CODE




55 associations (45 countries & 2 international) have adopted or endorsed\* the revised Code which is adopted by all ESOMAR members and available in 15 languages (see [www.esomar.org](http://www.esomar.org))









# UPDATING GUIDELINES

## Updates

- ICC/ESOMAR International Code
- Notes on How to apply the Code
- Distinguishing MR from other activities
- Guide to Opinion polls & published surveys
- Mutual rights of researchers & clients
- Mystery shopping 
- Customer satisfaction studies 
- How to commission research 

## Hot issues

- Passive data collection, observation & recording
- Research via mobile
- Online Research
- → Social media 
- → Interactive on mobile 
- → 26 Questions 
- Interviewing children and young people 



# GETTING SOCIAL WITH THE NEXT GENERATION

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook page for 'ESOMAR Developing Talent'. The browser's address bar shows the URL: <http://www.facebook.com/pages/ESOMAR-Developing-Talent/296113388433?ref=search&sid=611417602.4192685917.1&w=wall>. The Facebook page header includes the 'facebook' logo, a login field with the email 'a.canin@esomar.org', and a password field. Below the header, there is a 'Registreren' button and a message: 'ESOMAR Developing Talent is op Facebook. Registreer je bij Facebook om in contact te komen met ESOMAR Developing Talent.'

The main content area features a blue banner with the text 'DEVELOPING TALENT'. Below this, there is a description: 'The ESOMAR Developing Talent initiative is aimed at enhancing the skills, know-how and expertise of future market research professionals.'

The 'Informatie' section lists the page's creation date as '1948'.

The 'Fans' section shows '6 van 25 fans' and includes profile pictures of Priya, Idola, and Elias.

The 'Foto's' section shows '1 album' and a thumbnail for 'Future Talent'.

The right-hand column contains several posts:

- A post titled 'ESOMAR Developing Talent' with the text: 'Are you studying or have an interest in a career in market and opinion research? Want to learn more about the industry and build your professional network with leading market researchers at ESOMAR events in Bangkok, Cartagena, Athens, Barcelona and Berlin? Explore Future Talent Meets the Industry to expand your world!' It includes a link to 'www.esomar.org' and a date of 'Di om 9:19'.
- A post titled 'Future Talent Meets the Industry' with the text: 'Get your professor to nominate you to attend one of the ESOMAR events held around the world.' It includes a link to 'www.esomar.org' and a date of 'Di om 9:19'.
- A post titled 'ESOMAR Developing Talent - ESOMAR Launches 2010 Young Researcher of the Year Award - calling Young Researchers from across the globe to submit innovative research projects. Topics for 2010 are AIDS/HIV, Sustainable Energy and the Digital Divide.' It includes a link to 'www.esomar.org' and a date of '01 maart om 9:39'.
- A post titled 'ESOMAR Developing Talent Young Researcher Award: Download the winning submission by Annelies Verhaeghe, InSites Consulting, Belgium' with a link to 'www.esomar.org'.
- A post titled 'Analysing user generated content on social media to increase the elderly's quality-of-life' with a link to 'www.esomar.org'.

# PUBLISHING

**Online Pre-reading and Paper Bundles throughout 2010**



**The Handbook of Online and Social Media Research**

The New Rules and Tools for Market Research

Ray Poynter

*Was launched on September 13, 2010 at the Welcome Reception*

**NEW!**

**Online Semiotics Monograph**

Virginia Valentine

*Was launched at the Qualitative conference in November*

**NEW!**

# WEBINARS!



Promote best practice and provide access to leading thinking to a wider audience. Pilot webinars offered free of charge!

## **PLANNED FOR SEPTEMBER/OCTOBER!**

- ***Workshop highlights: Online immersive research: a practical introduction***
- ***Skills for researchers: What is needed to inspire a polymath?***
- ***WEB 2.0 Transformational technology or hype? The netnographer perspective***

View [www.esomar.org](http://www.esomar.org) for new webinars in calendar!

# WORKSHOPS



Word of mouth measurement and beyond

Transferring and applying insights impactfully

The power of storytelling and narrative **NEW!**

Current and emerging trends in qualitative research

Ethnography and observational research

Presenting

User generated content and research **NEW!**

Creativity

Measuring emotions

Moderating online immersive qualitative research

Think like a respondent **NEW!**



# CALENDAR OF EVENTS 2011



**Insights Conference**  
Brussels / 27 February – 1 March



**Summer Workshop Academy**  
Amsterdam / June



**Asia Pacific Conference**  
Melbourne / 20–22 March



**Online/Digital Conference**  
Chicago / October



**Qualitative Conference**  
Paris / November

**65<sup>th</sup> CONGRESS**  
**Amsterdam / 18–20 September**  
+  
Developing Talent Fringe Event



Workshop programme built around  
the conferences



Webinars planned to be held  
at frequent intervals