

## MSRA 2008 - Change of Guard

Jane Delorie  
Research Solutions Ltd

At the end of 2007 (29 November) MSRA held their AGM. At this meeting the Council passed a constitutional amendment regarding the election of Office Bearers. Basically we have now instituted a rotation system by which means Corporate Members will be required to hold each of the 'offices' of MSRA progressing on an annual basis from member to Treasurer to Secretary to Chairman. New members will automatically join the bottom of the rotation list and at the end of each term as Chair, the organisation will rotate to the bottom of the list. Under this new method, the AGM confirmed that the 2008 Office Bearers are:

Chair	<b>Roger Steadman</b>
Secretary	<b>Melissa Baker</b>
Treasurer	<b>Steve Greenland</b>

As the outgoing Chair of MSRA, I would like to congratulate our new Office Bearers and wish them every success in growing MSRA into a strong and effective representative body for our industry. As members we set them quite a challenge when we decided to position ourselves as *"the first body established to provide an authoritative voice for all individuals in protecting, supporting and enhancing research in Africa"*. May they make this so!

### Vision

**Provide a platform to bring together professionals interesting in building a world class research industry in Africa**

### Mission:

**MSRA exists to meet the professional needs of members through:**

- Growing a wide based membership that is inclusive and participatory
- Disseminating and upholding best practice
- Making available relevant information, knowledge and education
- Living the code and embracing self-regulation

## MEMBER UP-DATES

**Please join RESEARCH SOLUTIONS LTD in welcoming two new members to the research fraternity in Kenya:**

**Jaime Laia** joins RS in the position of Research Director. Although not new to research, JL is new to Kenya. He bravely arrived here end of January despite all the horrific news reports he had seen in the international media.

**Jane Karani** joins RS in the position of Chief Operations Officer. JK previously worked with Kenya Shell, Safaricom and KPMG. This is her first foray into the research world.



**It is with deep sorrow and humble acceptance that we announce the death of Millicent Akinyi Obuya formerly of AC Nielsen and Steadman Group.**

**Millicent** was a professional who displayed passion for research. She worked diligently and with integrity in ensuring that the expectations of her clients were met. To her colleagues she was someone you could depend on to get things done and lift you through a challenge. She was team player you could rely on, but most of all she will be missed as the friend she truly was. We celebrate her, because she made us better at what we do, this is both a compliment and an accomplishment for Millie.

## Report on Microlaunch Training 9<sup>th</sup> April 2008

In the interests of providing opportunities for research training for market research agency staff, MSRA hosted an exciting seminar on 9<sup>th</sup> April. Teams from a number of research companies were taken through a simulated product launch exercise. The spirit of the day was extremely competitive, and all agreed it was a fun and valuable experience. The day was led expertly by Mike (see profile).



*Marketing research should help management identify, service, and satisfy the needs and desires of its customers.*

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## PROFILES



### MICHAEL ROE

Market Research Consultant & Trainer  
*microlaunch.co.uk*

MSRA welcomes Mike Roe to Kenya.

A market research practitioner for over 30 years, Michael joined Research International, the world's largest custom research organisation, in London after gaining an MA in Experimental Psychology at Cambridge University. He became a freelance trainer/consultant in June 2000.

During his career he conducted market research projects for major multinational clients all over the world. He also spent a period as Market Research Manager in Unilever. He was the founder of Research International Greece and then sequentially Chairman of RI Netherlands and Belgium. Between these assignments, he was a Main Board member at RI UK, where his responsibilities included training for graduate staff and clients.

Michael has presented papers at ESOMAR conferences and seminars in Europe, the U.S. and Japan. A faculty member of the UK Chartered Institute of Marketing and also Management Centre Europe, Brussels, he lectures regularly at Universities and Business Schools (such as London, Edinburgh, Cranfield and Stirling). His 'Microlaunch' Simulation won a WPP Atticus Award & has been used in 17 countries by companies such as Unilever, TetraPak, BAT and Shell.

He is author of the new textbook "Market Research in Action" published by Thomson (ISBN 1-86152-938-4) which offers an introductory, practical, case study-based approach for all students, practitioners, users & choosers of market research.

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MSRA is proud to announce that it fully endorses and hereby adopts the new ESOMAR International Code of Market and Social Research. To view the revised code visit [www.esomar.org](http://www.esomar.org)

## QUARTER 2

APRIL/MAY/JUNE

### CALENDAR OF ACTIVITIES TO PARTICIPATE CONTACT SECRETARIAT

#### EVENT - MICROLAUNCH WORKSHOP

##### NEW CONSUMER INSIGHTS

PLACE QUEST RESORT, WESTLANDS

TIME ONE-DAY WORKSHOP

This award winning workshop, developed by Mike Roe, offers an innovative approach to learning that will allow participants to simulate. Our thanks to RIEAL for cost sharing this event with MSRA.

#### EVENT - CELEBRITY TALK BY MIKE ROE

PLACE - LANDMARK HOTEL, WESTLANDS

TIME - THURSDAY 17<sup>TH</sup> APRIL, 5.45 PM

Theme - THE USE AND MISUSE OF RESEARCH IN THE DEVELOPMENT OF A NEW PRODUCT:

Costs - Cash Bar

MSRA members - free of charge: Non members - 500/-

#### ACTIVITY - VISUAL RESEARCH

LEADER STEVE GREENLAND, NIELSEN

TIMING - Q2 DATA COLLECTION, Q3 ANALYSIS & RESULTS  
SG invites all members to participate in an initiative to develop visual segmentation tools for the African market. Starting with Nairobi he would like to generate image banks for each LSM segment.

#### ACTIVITY - INDUSTRY RESEARCH

LEADER STEVE GREENLAND, NIELSEN

TIMING - REPORT TO ESOMAR Q2 2008

Each year MSRA participate in the ESOMAR World Industry Report by collecting and submitting industry information from member agencies. The 2008 questionnaire has already been circulated and responses must go to SG by end of April.

#### ACTIVITY - INTERVIEWER IDENTITY CARDS

LEADER JANE DELORIE, RESEARCH SOLUTIONS

TIMING IMPLEMENT BY QUARTER 3, 2008

MSRA plan to launch accredited Interviewer Identity Cards that will be issued by corporate members to their field staff.

## 2008 MSRA COUNCIL CONTACTS

	Indv/Rep	Organisation	Telephone	Email
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### 2008 Corporate Members

Consumer Insight Ltd    Nielsen EA Ltd    Research International EA Ltd  
Research & Marketing Services Ltd    Research Solutions Ltd  
SBO Research Ltd    The Steadman Group Ltd

If you would like to comment on the contents of this newsletter or contribute an article, please contact:  
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