

MAKING YOUR MARKET RESEARCH HAVE IMPACT



ADVANCED RESEARCH TRAINING WORKSHOP

13TH – 14TH APRIL 2016 | 8:30AM – 5:30PM | JACARANDA HOTEL, NAIROBI





THE SPEAKERS



Phyllis Macfarlane
Life-long Market Researcher

Starting her career as Assistant Statistician, and culminating as MD of GfK NOP in UK. Key MR interests B2B, Market Measurement and Customer Satisfaction Research and training. Instrumental in start of GfK Verein funded, Masters degrees and Interviewer Training in Kenya, South Africa, Nigeria and Ghana. Masters in Marketing at the University of Nairobi, and courses in Beijing and Shanghai.

Board member MRS, UK, & treasurer ESOMAR Foundation. Joint winner of the 2008 ESOMAR Excellence Award for her paper with Mike Cooke: 'Training the Next Generation: it's Market Research but not as we know it'. B.Sc Hons in Mathematics from University College London, and is a Fellow of the MRS.



Pervin Olgun
Founder and Chairperson Barem Research, Turkey

Pioneered institutionalizing academic MR principles and quality systems in collaboration with Turkish Marketing & Opinion Research Association (TUAD). Has served ESOMAR as country representative, board member and elected as a member of ESOMAR Council.

Barem was the first to acquire ISO 20252 and ESOMAR in Turkey, now prerequisites for membership & public tenders. Received the first 'European Foundation for Quality Management' award in 2007 & 2009; and 'National Quality Prize' in 2010.

Gained global MR experience at previous Research International membership and ongoing presence in WIN-GIA. Active on social responsibility projects as board member in local and international NGO's. Pervin Olgun studied Mathematics and Statistics. Received her associate professorship degree in Trakya University.



Meltem Karahan
Director, Consumer Insights at P&G

BSc. Industrial Engineering Graduate of Bogazici University, Turkey in Istanbul started career in the UK with MR Dept INCLUDING doing door-to-door interviews. Returned to Turkey and established P&G's Market Research organization and practices. Moved to USA and helped developing global guidelines for new market entry strategies, highlighting the importance of understanding the local consumers.

Led market research efforts for some very successful launches such as, Head & Shoulders shampoo and Fairy Dishwashing Liquid in Turkey, Olay Beauty Care in Russia, Ariel Laundry Detergent in Kenya and South Africa and Duracell Batteries. She is currently based in Switzerland, married and have 2 children - aged 22 and 18.



Dr. Jasper Grosskurth
MD, Research Solutions Africa Ltd

MSc in International Economic Studies and PhD in Integrated Assessment, both from Maastricht University. Jasper is also a fellow at the African Studies Centre in Leiden, the Netherlands, has served as secretary, chairman, regular council member and member of the Ethics Committee of MSRA (Kenya's Marketing and Social Research Association), serves as a mentor to students and start-up companies in Kenya, hosts network events for businesses and investors as advisor for VC4Africa and trains entrepreneurs on customer discovery. Jasper also is a member of ESOMAR, PAMRO and ESK.



DAY ONE

RESEARCH AND INSIGHT – TELLING STORIES AND HAVING IMPACT

TIME	ACTIVITY
08.30 – 09.00	Introduction to MSRA and ESOMAR BY CHRIS KARUMBA (MSRA) & PERVIN OLGUN (ESOMAR COUNCIL)
09.00 – 09.30	The Importance of Qualitative and Quantitative Research <ul style="list-style-type: none">• The value of consumer research to business decision making• The role of the researcher as methodologists and insight generators• The evolving relationship between client and researcher• BIG Data/data integration• Telling stories BY PHYLLIS MACFARLANE (ESOMAR FOUNDATION)
09.30 – 11.00	Ensuring Research Quality: Questionnaire Design and Interviewing <ul style="list-style-type: none">• Writing good questionnaires to meet research objectives /asking questions without biasing the answers• Group Work on Questionnaire design from brief• The importance of interviewer training and briefing BY MELTEM KARAHAN (PROCTER & GAMBLE)
11.00 – 11.30	TEA BREAK
11.30 – 13.00	Ensuring Research Quality: Statistics for Market Researchers <ul style="list-style-type: none">• Principles of good sample design• Using statistical tests to interpret data BY PERVIN OLGUN (ESOMAR COUNCIL)
13.00 – 14.00	LUNCH
14.00 – 15.30	Telling Stories: Analysis and Insight Generation <ul style="list-style-type: none">• Client expectations of researchers• How to generate Insights• Client requirements and use of insights BY MELTEM KARAHAN (PROCTER & GAMBLE) AND PERVIN OLGUN (ESOMAR COUNCIL)
15.30 – 16.00	TEA BREAK
16.00 – 16.30	Ensuring Research Quality <ul style="list-style-type: none">• An industry of professionals – ethics, self-regulation BY DR. JASPER GROSSKURTH (MD, RESEARCH SOLUTIONS AFRICA LTD)
16.30 – 17.30	Demonstrating Research Impact: Case Studies <ul style="list-style-type: none">• Client point of view BY MELTEM KARAHAN (PROCTER & GAMBLE)• Agency case studies BY PERVIN OLGUN (ESOMAR COUNCIL) & PHYLLIS MACFARLANE (ESOMAR FOUNDATION)



DAY TWO

RESEARCH AND INSIGHT – THE IMPORTANCE OF REAL CONSUMER UNDERSTANDING TO BUSINESS AND THE PUBLIC SECTOR

TIME	ACTIVITY
09.00 – 09.30	<p>Having Impact through Real Customer Understanding: the Importance of ‘Customer Centricity’ and Data Integration to Clients</p> <ul style="list-style-type: none">• The development of Sense-Making skills for Researchers <p>BY PHYLLIS MACFARLANE (ESOMAR FOUNDATION)</p>
09.30 – 11.00	<p>Gaining Real Consumer Understanding - Qualitative Research Moderation</p> <ul style="list-style-type: none">• Translating the client’s objectives into an interview guide• The importance of asking and probing to get at the essence of respondents’ thoughts• How to be a good moderator• Group Work - Moderation skills <p>BY MELTEM KARAHAN (PROCTER & GAMBLE)</p>
11.00 – 11.30	TEA BREAK
11.30 – 12.30	<p>Further Group Work on Moderation skills</p>
12.30 – 13.30	LUNCH BREAK
13.30 – 15.00	<p>Telling Stories: Analysis and Insight Generation</p> <ul style="list-style-type: none">• How to generate insights from qualitative data• How to present and report insights from qualitative data <p>BY MELTEM KARAHAN (PROCTER & GAMBLE) AND PERVIN OLGUN (ESOMAR COUNCIL)</p>
15.00 – 15.30	TEA BREAK
15.30 – 16.45	<p>Demonstrating Research Impact: Case Studies</p> <ul style="list-style-type: none">• Client examples of use of qualitative research BY MELTEM KARAHAN (PROCTER & GAMBLE)• Social research examples BY PERVIN OLGUN (ESOMAR COUNCIL) and PHYLLIS MACFARLANE (ESOMAR FOUNDATION)
16.45 – 17.15	<p>What Next? The Future of Research</p> <ul style="list-style-type: none">• The importance of the new science (Behavioural Economics etc)• Digital and online qualitative research <p>BY PHYLLIS MACFARLANE (ESOMAR FOUNDATION)</p>
17.15 – 17.30	<p>Prize Raffle and Close</p>

MSRA SECRETARIAT

Tel: +254 (0) 20 802 4830

eMail: info@msra.or.ke | www.msra.or.ke

P.O. Box 25404 - 00100, Nairobi - Kenya



ABOUT MSRA

The Marketing and Social Research Association (MSRA) is the professional body for marketing and social researchers across Africa. The Association was started informally in 1998 with a duty to uphold ethics, standards, professional development, knowledge and innovation for the marketing and social research profession.

OUR VISION: To provide a platform to bring together professionals interested in building a world-class marketing research industry in Africa.

OUR MISSION: MSRA provides a professional and active forum for its members to promote best practice in marketing and social research while advancing professional research as an effective decision-making tool for stakeholders and industry players across Africa.

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WHAT WE DO

ESTABLISHING PROFESSIONAL STANDARDS

Through the Code of Practice, the Association is able to govern the professional conduct of its members in the gathering and dissemination of information.

INVOLVEMENT IN TRAINING AND EDUCATION

Given the importance of professional development through training, MSRA is involved in conducting professional courses that ensure a healthy future for the industry.

MEETINGS AND ACTIVITIES

The Association holds regular meetings to discuss industry matters and plan activities such as celebrity talks where invited guests share insights on industry matters with participants and fun events such as bowling leagues, where members get to network and unwind.

EXTERNAL RELATIONS

MSRA represents the views of the members on relevant issues in the public domain. Further, the Association aims to improve the understanding of social and marketing research.

INFORMATION SERVICES

With its data-base of members, MSRA distributes relevant information in response to enquiries as well as producing bi-monthly newsletters which keep members abreast of industry matters.

In addition the Association is in the process of standardising demographic information used in the industry as well as building a library of useful directories and texts.