

MAKING YOUR MARKET RESEARCH HAVE IMPACT



CLIENT WORKSHOP

12TH APRIL 2016 | 8:15AM - 4:15PM | JACARANDA HOTEL, NAIROBI



Event Partner



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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. I am currently based in Switzerland. I am married and have 2 children, aged 22 and 18.



Kim Leonard Smouter
Government Affairs Manager, ESOMAR

Responsible for ESOMAR's global public and government affairs programme. With +10yrs experience in Brussels, he has a strong inter-disciplinary network to raise market research's white-hat profile.

Kim served as Secretary General of the European Network of National Civil Society Associations, worked for a British Regional Government Agency and also coordinated a cross-party forum for 60+ Members of European Parliament.



Joe Otin
CEO, The Collective Interactive Ad Agency

20 years experience in advertising and media industry across Africa. Former MD of Ipsos Media division in pan-Africa and managed the development of audience research through the KARF. Founded The Collective an interactive ad agency focusing on social media management and digital advertising.

Chairman Advertising Standards Committee in Kenya, Vice President PAMRO, member MSK and the PRSK. Received MSK Warrior Award in 2010. He has published numerous papers including 'Is Africa Ready for Advertising ROI Measurement', 'Social Media ROI Measurement', and 'New Business Models for a Changing Media' among others.



Angela Mwirigi
Divisional Director Marketing and Communications, KCB

She joined KCB from EABL in September 2011, where she served as Regional Marketing Manager - Partner Brands. Angela holds an MBA degree in Strategy from United States International University (USIU) and Bachelor of Commerce (Marketing) degree from the University of Nairobi.

She also has a post graduate PMD qualifications from Strathmore Business School.



Jane Nzomo
C/Founder & MD of Consumer Options

Jane Nzomo is co-founder and the Managing Director of Consumer Options Ltd.

She has 20years of market research experience across different sectors. She has guest-lectured on 'Market Research Methodologies' at the University of Nairobi,

MSRA basic training program and at International School of Advertising (ISA).

Jane is a former Chairperson of Kenya's Marketing and Social Research Association (MSRA) and a member of the MSRA Ethics committee.



TIME	ACTIVITY
08:15 – 08:45	Introduction & opening remarks (include brief on MSRA industry survey, Market Research landscape in E.A, training objectives and expectations) & AMRA BY CHRIS KARUMBA (MSRA CHAIR)
08:45 – 09:00	Introduction to ESOMAR BY PERVIN OLGUN (ESOMAR)
09:00 – 10:00	How to use Market Research for Business Planning (includes how to plan a research strategy, how to interpret research for business planning, among others) BY MELTEM KARAHAN (P&G)
10:00 – 10:15	NETWORKING TEA BREAK
10:15 – 10:45	Championing Market Research in the Global Data protection and Privacy Debate – Data Protection Essentials for the Market Researcher BY KIM SMOUTER (ESOMAR)
10:45 – 11:45	The ROI of Research BY PHYLLIS MACFARLANE (ESOMAR)
11:45 – 12:15	Case study - Planning (how a company uses MR, how to budget etc) BY MELTEM KARAHAN (P&G)
12:15 – 12:45	Client Case Study BY ANGELA MWIRIGI (KCB)
12:45 – 01:45	LUNCH
01:45 – 02:30	Social Media ROI BY JOE OTIN (THE COLLECTIVE)
02:30 – 03:15	Advocacy and Lobbying: Connecting Market Research with Government and Policy Makers to grow and defend the market BY KIM SMOUTER (ESOMAR)
3.15 – 4.00	Industry of Professionals – Ethics, self-regulation BY JANE NZOMO (C/FOUNDER & MD OF CONSUMER OPTIONS)
4.00 – 4.05	Closing remarks and Vote of Thanks BY PERVIN OLGUN (ESOMAR)
4.05 – 4.15	Closing remarks and Vote of Thanks BY JONATHAN KARANJA (MSRA)
4:15	Networking Tea



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.

MSRA SECRETARIAT

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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.