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GRBN News



GRBN publishes the GRBN 2018 Top 25 Report

WASHINGTON – November 15th 2018 – [The Global Research Business Network](#) (GRBN) today published the GRBN 2018 Global

Top 25 Report. For the past four years the Global Top 25 Report has highlighted the expansion and transformation of the market research industry globally. This year marks a change in the Global Top 25 Report itself, with a new partnership between the report author, Diane Bowers, and the Global Research Business Network, the report publisher. The new publication will be named the "GRBN Global Top 25 Report." [Read more](#)



Celebrating the Companies Pioneering Participant Engagement

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We are grateful to the Insights Association for celebrating with us the achievements of the first companies to successfully complete the ENGAGE MR coaching program by officially recognizing the companies and awarding their representatives their certificates during the Insights Leadership Conference held in San Diego earlier this month.... [Read more](#)



ENGAGE MR Coaching Program – Come on board!

We are excited to have Survata as the second company to officially sign up to the 2nd round of the program, so a big thank you goes out to the senior management at Survata for their vision and their support. Please [get in touch](#) if you would like to join Critical Mix and Survata in the program. We will help you create great research participant user experiences which both improve the quality of your data and drive up brand equity.



Sent to: Elissa.Molloy@amsrs.com.au

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10 Megatrends Now Shaping Insights

David Almy, CEO of the Insights Association, talked with some of their company member representatives about the megatrends shaping their world. Read David's 10 key takeaways from those conversations:

1. A Golden Age

These are exciting times. Tracked many different ways, there is a rolling explosion in the volume of intelligence, analytics, tactics and strategies marketing researchers and data analysts distill to inform decisions regarding markets and marketing. Everyone it seems is hungry for insights into all manner of things... [Read More](#)

Featured Guest



MRX and polling under scrutiny: failure vs accuracy

By Urpi Torrado, APEIM

"Polling failures are sometimes under discussion. Considering that polling contributes to the prestige of our profession, sharing new showcases and celebrating success can help us to strengthen the image of our profession..." [Read More](#)

GRBN News



ENGAGE MR Coaching Program – Come on board!

By Phil Giubileo, RTi Research

"Few things in life are more frustrating than a trip to the Department of Motor Vehicles. It's often a disaster of an experience featuring business hours that don't seem to fit anyone's schedule, excessively long lines, and painfully slow service. Most of us leave the DMV shaking our heads, if not our fists. What does the DMV have to do with Market Research?..." [Read More](#)



Featured Event



Insights Association's CEO Summit

The CEO Summit is designed for C-level executives (CEOs, CFOs, COOs, presidents, business owners, etc.) of small to mid-sized marketing research companies. Intimate and rich with shared insights, the event will challenge your thinking, expand your knowledge and tangibly strengthen your business. [Register now.](#)

ACCESS THE INVEST IN INSIGHTS HANDBOOK

Featured Event



Project Management Webinar Series – Part 2

Strategies to Improve Respondent Engagement

November 27, 2-3pm EST, online webinar

[Find out more and register](#)



MRS-GRBN joint webinar: Why trust is low in research and what it means for you - GRBN Trust Survey 2018

December 6, 11-12am GMT, online webinar

[Find out more and register](#)



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