

MRSS – Unite, Uphold and Uplift

A message from the Committee

Dear members,

As a business and discipline, market research has been around for a long time in Singapore. It was only in January 2000 that the Market Research Society Singapore (MRSS) was established. Our mission is to **UNITE** research practitioners toward common goals of continued professionalism of the industry and **UPHOLD** the highest standards of research and business ethics.

The MRSS Committee comprises of a group of passionate volunteers who dedicate their time to run the society, on top of their daily job. In July, the Committee developed the 2014 Operating Plan highlighting four pillars of focus – *Membership & Outreach, Education & Networking, Information Sharing & Exchange* and *Standards & Ethics*. Specific action steps were then developed with the aim to **UPLIFT** MRSS' contribution to our members and to the industry. We want to reach out and do more for you.

MISSION:

Unite research practitioners towards continued professionalism of the industry and uphold the highest standards of research and business ethics

GOAL 1:
MEMBERSHIP &
OUTREACH

GOAL 2:
EDUCATION &
NETWORKING

GOAL 3:
INFO SHARING &
EXCHANGE VIA
WEBSITE

GOAL 4:
STANDARDS &
ETHICS

We would like to **call for more volunteers** to extend support to several of the great initiatives we have laid out for 2014 and beyond. Please reply [here](#) if you are keen to be part of this meaningful undertaking.

For all members – We are pleased to offer a **10% discount** for an upcoming course “**Masterclass in Neuromarketing**” organized by The Institute of Asian Consumer Insight and the Nanyang Business School. This is a 5 day course on Neuromarketing, from October 19 to 23, 2013. Deadline for applications is September 18. For course details and application, please click [here](#).

Meanwhile, block this date – **October 17, 2013 – for MRSS Day**. We are celebrating the 13th Anniversary of MRSS. This is the day when all research practitioners will get together to connect, share and engage through an informal setting. Stay tuned for more details!

Best regards,

MRSS Committee

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