

Uniting on MRSS Day

A message from the Committee

Dear members,

On October 17, we celebrated **MRSS Day** at RedDot BrewHouse with close to 50 research and insights practitioners! It was a fabulous evening connecting, sharing, engaging and drinking with one another!

The evening started with *Joan Koh* (President of MRSS) sharing the **2014 Plan and Activities** for Membership & Outreach, Education & Networking, Website and Standards & Ethics. The importance of reaching out to the Youth to build the talent pipeline of research/insights practitioners cannot be underestimated. An EGM (Extra-ordinary General Meeting) was then held to vote for a new **Junior Membership Scheme** proposed by the Society. It didn't take long for us to notice the massive support around this initiative!

Martin Anso (Events & Social Secretary) then presented the key results from the recent **Membership Survey**. Thank you for participating in the survey. We are highly encouraged by your feedback that:

- You would like to get more value out of being a member of MRSS
- You are keen to receive more updates on industry happenings and MR products & services, be offered with better quality conferences, and more networking and training opportunities
- You want to hear more updates from MRSS, via email
- There is an opportunity to create greater awareness of MRSS via various channels, especially among youths

Thank you for your continued dedication and support in bringing about positive change. We will continue to **UPLIFT** MRSS' contribution to our members and to the industry. And, congratulations to those survey participants who were the **lucky prize draw winners!**

Wine Winners:

Alan Choo (Ascentiq)
Karen Stanton (International Flavors & Fragrances)
David Sandgren (Sidsoft)

Book Winners:

Andrew Choi (GfK)
Luca Griseri (Nielsen)
Derrine Chia (BDRC Asia)
Stephen Potts (GfK)
Jane Ng (Millward Brown)

Pub Talk Ticket Winners:

Imtiaz Akbar (Nielsen)

Kim Tyler (Kadence)

Next, we presented **MRS Advance Certificate** to 6 recipients, who successfully completed the MRS Foundation Course ran by *Neil Gains*. Congratulations to the recipients! You ought to be proud of your achievement!

Cheung Hing Man (Nielsen)
Joyce Chua (Ipsos)
Tiara Kong (Cataliz Research)
Belinda Pang (IFF)
Leonard Koh (GFK)
Tadwalkar Asmita (Mind Lens Worldwide)

Last segment of the evening was **Pop Quiz!** Teams were formed to take part in 4 quizzes: Who's That? Whose Motto is that? Questions about Everything! And Name that Place! It was fun leveraging the diversity of the people in answering these questions. Congratulations to the winning teams!

It was a great evening and thanks for being part of the special occasion! You can access the photos via this link [2013 MRSS Day](#)

A gentle reminder on the upcoming [Qualitative 360 Conference](#) in Singapore. Hear leading brands speak about their challenges and opportunities of using qualitative research for driving marketing, branding and new product development strategies. We are pleased to announce that MRSS is the Association Partner for Qualitative 360. Members benefit from 15% discount.

Best regards,

MRSS Committee

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