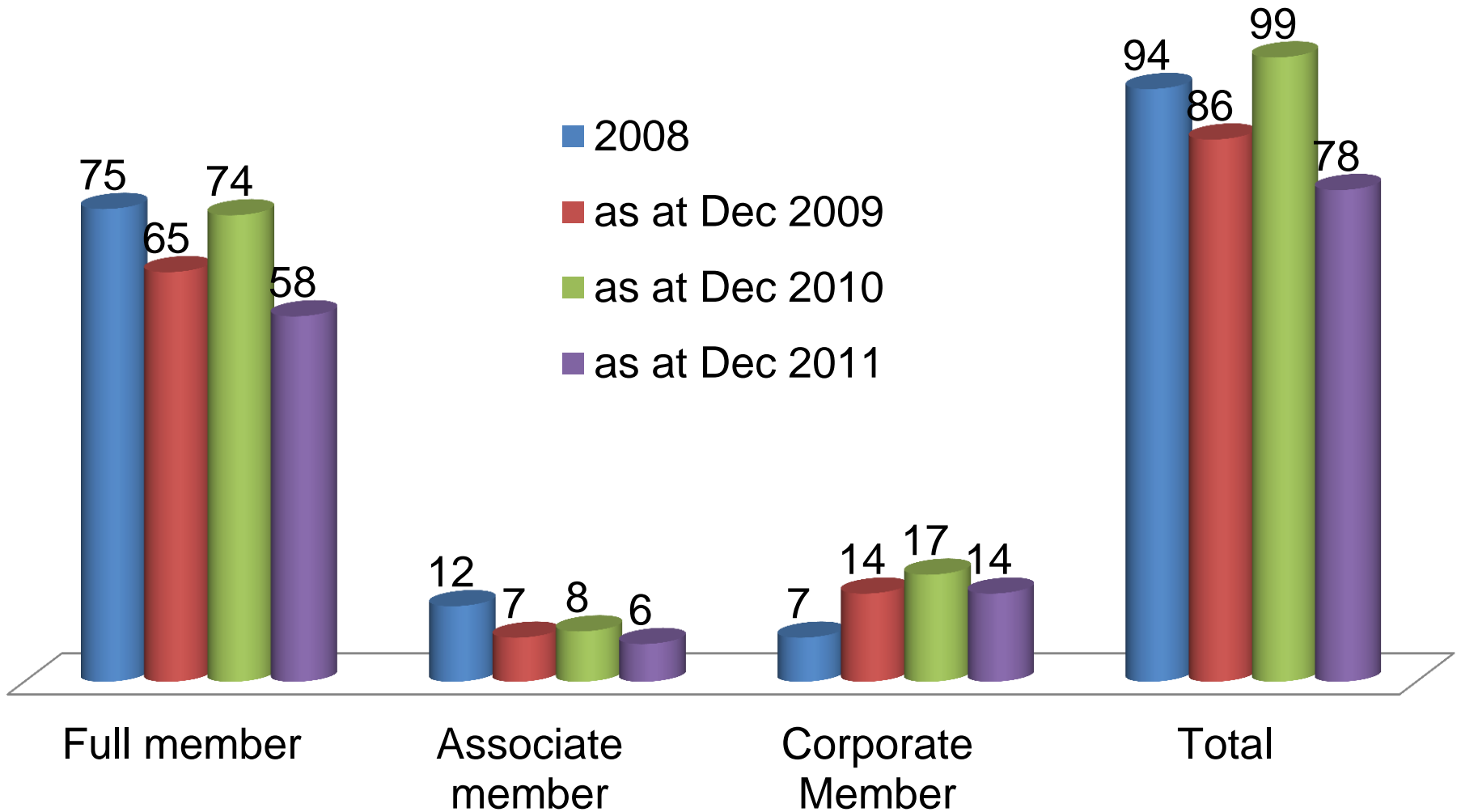


APRC Member Presentation



Barry Ooi
President, MRSM

Membership Trend



Some major activities (1)

Inaugural MRSM Congress

- Apr 2012, attended by about sixty participants
- Seven speakers on topics about Youth
- ESOMAR sponsored one of the speakers



Some major activities (2)

CEO's Dialogue

- All major and local MR agencies participated in this dialogue
- Quality taskforce team was formed to address field quality and professional respondents' issues

Some major activities (3)

Dialogue with M'sian Advertisers Association

- Engaging with our clients to enhance quality of research
- Population census and h/hold income definition

Some major activities (4)

Annual Bowling Tournament

- More than 50 participants, mostly from field interviewers



Thank you

