



Market Research Society of Singapore

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Client Development Director



2012 APRC Conference Seoul

"Drive the Smart Future"

Background & Members

Founded in 2000, MRSS is a driving force for communication, collaboration and ethical standards amongst the research industry in Singapore.

Membership, MRS Singapore now boasts 36 corporate company memberships, comprising of 206 people, as well as 42 individual members who all work within the Market Research industry in Singapore.

Elected executive board of 10 volunteers from a range of research backgrounds, led by Melanie Ng (Ipsos) as the MRSS President.

MRSS Objectives

- ◆ **To upgrade** the research profession by promoting and ensuring high standards among its members in the conduct of marketing and opinion research through generally accepted research methodologies.
- ◆ **To promote** public understanding and appreciation of the nature and value of market research as a management tool.
- ◆ To adopt a **Code of Ethics** for members and to ensure observance of the Code's provisions.
- ◆ To **foster fellowship** among practitioners, respect each other's professionalism and recognise that trade secrets are to be respected.
- ◆ To serve as a focal point for the **exchange of information and ideas**.
- ◆ To **encourage the development** of new techniques and methodologies in marketing and/or opinion research.

As a business and discipline, market research has been around for a long time in Singapore. It was only recently, however, that the Market Research Society Singapore was established.

Key Achievements

- ◆ Website overhaul
- ◆ Training and Development
- ◆ MRSS Asia Research Conference

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www.mrssingapore.org.sg

In 2012 we significantly upgraded our online capabilities with a fresh look, revamped website, with more functionality for members and users alike.

- ✓ Core communication
- ✓ Resource hub
- ✓ Shared data
- ✓ Find a researcher
- ✓ Linking our newsletter



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MRS Certificate in Market and Social Research

In conjunction with the MRSUK, MRSS is the first Asia based MRS to adopt the local training and certification of the Certificate in Market and Social Research.



- ✓ First in Asia
- ✓ Encouraging Quality
- ✓ By MRS for members
- ✓ Scalable achievements
- ✓ Government support

Each year over 500 people from over 40 countries demonstrate their commitment to development by studying for an MRS qualification.

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Asia Research Conference - 19/20 November 2012

This year's Asia Research Conference explores the role of 'big data' and how it will revolutionise consumer understanding.

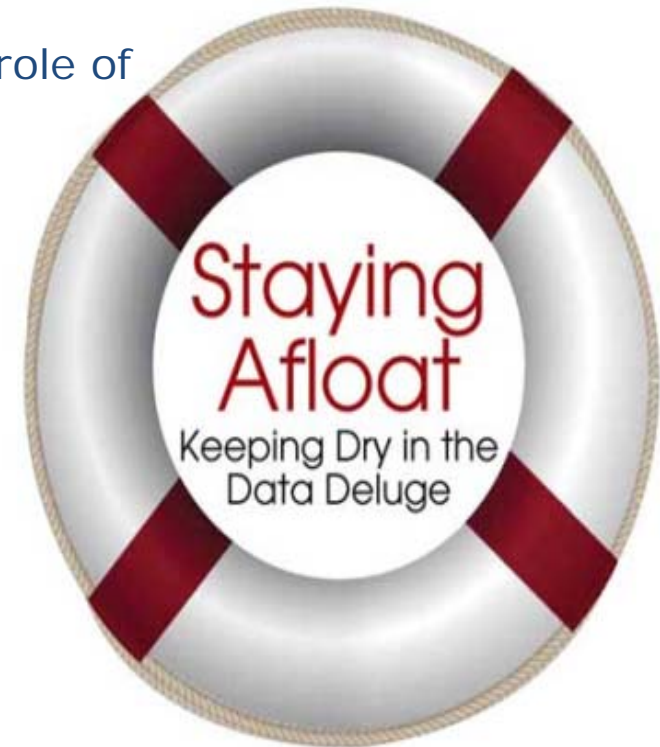


Dan Hill (USA)
the pioneer in
applying facial
coding



Ray Poynter (UK) Director of Vision Critical and the author of The Handbook of Online and Social Media Research and the founder of NewMR.org

- ✓ High Profile Speakers
- ✓ High quality papers
- ✓ Globally Relevant
- ✓ 'Hands on' Workshops
- ✓ Networking Sessions



Asia Research Conference
19-20 November 2012
Fairmont Hotel • Singapore

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Ongoing Initiatives

- ✓ Frequent Networking events
- ✓ Quarterly Newsletters
- ✓ Stakeholder Surveys
- ✓ Breakfast Seminars
- ✓ Client Roundtable
- ✓ Monthly MRSS Executive meetings
- ✓ + Much more



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Thank You - We hope to see you in
Singapore on the 19/20 November

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