

Research for charities Making a Difference

SEPTEMBER 10, 2019 | EDINBURGH

Chaired by
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Facilitated by
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A complimentary seminar for NGOs

In all our work with the not-for-profit sector over the last 4 years we find that many NGO's are reluctant to do research for one or more of the following reasons:

1. We know the people we're trying to help very well – we don't need to research them
2. Our Donors see research as a cost – they don't want to see us spending money on it
3. We're not sure how to go about doing it – we don't have anyone with experience on the staff
4. It's very expensive, not worth it for us
5. We wouldn't know what to do with it
6. It's just not relevant for us
7. We're too small – we don't need to do research
8. We never thought about it

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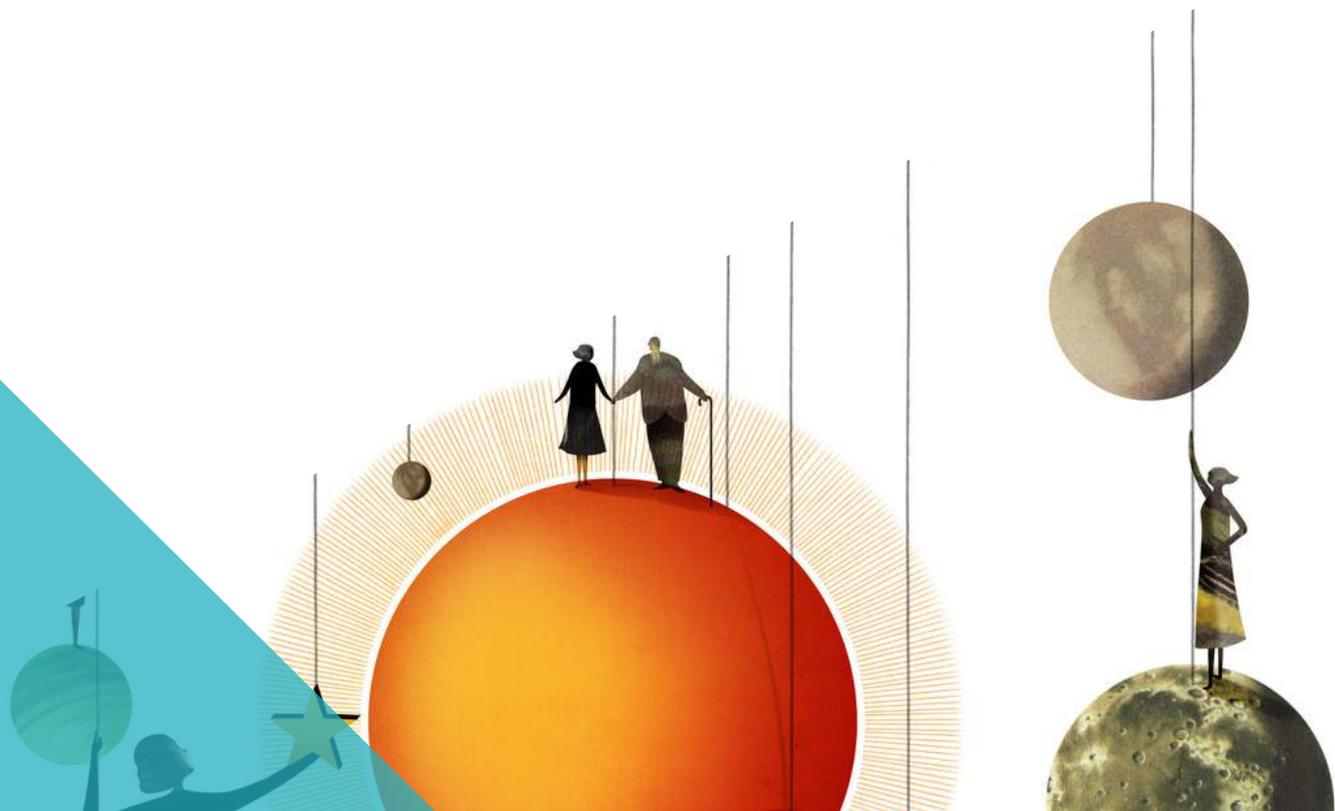
To convince you we'd like to invite you to a complimentary session at the ESOMAR Congress in Edinburgh, dedicated to this conviction of ours. You bring your issues, skepticism, doubts and questions, and we'll show you how research could help you do your work better.

You will meet organisations who have done research which worked for them, plus others, perhaps like yourself, who are more doubtful of the value of research, plus professional researchers. We'll first of all explore, in a panel session and Q&A, just what research can do and how you can do it cheaply and effectively.

Then we will follow with small interactive group sessions at which together (expert researchers, experienced NGO's and those who remain to be convinced) we challenge each other, brainstorm, and find solutions to your issues.

We also find that Not-for-Profit Organisations frequently don't know about data that is publicly available, nor do they share information with each other. All this is perfectly understandable – we know that you have more important things to do than research...but...

At ESOMAR Foundation we're convinced that every not-for-profit organisation can benefit from research, can do their job better by understanding the people they're trying to help more deeply, and that research really can make a difference for everyone.



Making a Difference case studies

To ease our case for Market Research, we'll share some concrete examples on how MR methods were used to improve the work of NGOs committed to creating positive social change in the world. The day will begin with 4 excellent projects which have the unique commonality of leveraging market research tools in the service of the public good. 'The Public Superheroes' we will cover a variety of insightful presentations ranging from healthcare to tech industries. Each of the presentations is related to a social cause and will tell you about the impact they have made. Last but definitely not least, we will have an Award-winning presentation (Winner of the Marketing Society of Ireland Research Excellence Award) on how the HPV vaccination crisis was reversed in Ireland

After working in small groups and a networking lunch, we invite you to listen to 4 more case studies in how research really made a difference to 4 NGOs from different parts of the world, session included in the ESOMAR Congress Program.

The ESOMAR Congress has been leading the way in insights innovation for 7 decades, and this year is no exception. It is the biggest event in the industry; the place where creativity, innovation, and insights collide. It's a unique opportunity to attend the only truly global data and insights summit, for free and so close to your home.

We guarantee that you will come away inspired, and with ideas and even definite plans to use research to help you in your work. And if we can't find a solution for you, we promise we will eat our not only our hats, but our sporrans and kilts too!

**And just in case you don't know: The sporran, a traditional part of male Scottish Highland dress, is a pouch that performs the same function as pockets on the pocketless kilt. Made of leather or fur, the ornamentation of the sporran is chosen to complement the formality of dress worn with it. The sporran is worn on a leather strap or chain, conventionally positioned in front of the groin of the wearer..*



September 10, 2019
Edinburgh, Scotland
Edinburgh International Conference Centre

RESEARCH FOR CHARITIES MAKING A DIFFERENCE

AGENDA

09:00 THE PUBLIC SUPERHEROES

- 09:05 - 09:25 Social Media and the Disruption of Democracy
The marketer's dilemma
Jennifer Robertson [respondi]; Matt Browne [Global Progress]
- 09:25 - 09:25 Social Insights for Making Sensitive Connections
How Macmillan is helping people who've just been told they have cancer
Jeremy Hollow [Listen & Learn Research]; Peter Gerry [Macmillan Cancer Support]
- 09:45 - 10:05 Choosing Wisely?
Making optimal use of deliberative research techniques to engage the public in live policy debates and deliver impact
Emma Grant McColm [Citizens Advice Scotland]; Sara Davidson [Ipsos MORI]
- 10:05 - 10:25 AWARD-WINNING PRESENTATION | Rebuilding Trust
Reversing Ireland's HPV vaccination crisis
Larry Ryan, Behaviour & Attitudes, Ireland; Rachael Joyce, Behaviour & Attitudes, Ireland
- 10:25 - 10:40 Discussion

11:00 WORKING IN SMALL GROUPS

Explore, in a panel session and Q&A, just what research can do and how you can do it cheaply and effectively. Small interactive group sessions at which together (expert researchers, experienced NGOs and those who remain to be convinced) we challenge each other, brainstorm, and find solutions to your issues.

13:15 NETWORKING LUNCH

13:50 MAKING A DIFFERENCE SESSION

- 4 case studies in how research really made a difference to NGO's.
- 14:00 - 14:20 MAKING A DIFFERENCE - GOOD HEALTH AND WELL-BEING |
Towards An Open-defecation-free, Clean India
- 14:20 - 14:40 MAKING A DIFFERENCE - PEACE, JUSTICE AND STRONG INSTITUTIONS |
Social Media First: Leveraging Digital Platforms to Strengthen the Political Participation of Nigerian Youth
- 14:40 - 15:00 MAKING A DIFFERENCE - GENDER EQUALITY |
Breaking the Silence: Uncovering the Truth About Gender-Based Violence In Mongolia
- 15:00 - 15:20 MAKING A DIFFERENCE - QUALITY EDUCATION |
Study of Young People with Dyslexia | Challenges and needs in the Danish education system
- 15:20 - 15:30 Session wrap-up and ESOMAR Foundation award ceremony



Structure

- Free access for a day to the biggest event of MR industry
- 8 engaging and challenging presentations covering the hottest social topics
- Market Research case studies from the charity sector
- Workshop style sessions with plenty of time to interact
- A networking lunch with opportunity to interact with other participants and the speakers
- A limited number of places to ensure the day is interactive and focused.

Logistics

The event runs 09:00 to 16:00 on 10th of September 2019

Venue

Situated at the heart of Scotland's beautiful capital city, the EICC is one of the world's outstanding venues for conferences and events.

EICC - Edinburgh International Conference Centre

Ochil Suite

150 Morrison St

EH3 8EE Edinburgh

United Kingdom (GB)

How to secure your place?

The bookings are limited to 20 places. You can secure your place immediately at:

www.esomarfoundation.org/research-for-charities