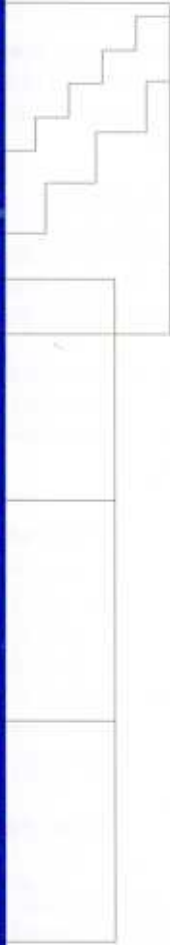


Professional Development



Fast Track Scheme



THE MARKET RESEARCH SOCIETY

What are the benefits of Full Membership (MMRS)

Full Membership is the principal professional grade of The Market Research Society. It signifies professional competence, knowledge and experience, plus a commitment to compliance with the ethical requirements of the MRS Code of Conduct.

- Use of MMRS designation.
- Listing in the MRS Members' Register.
- Membership certificate and card.
- Access to the Codeline advisory service on best practice and legislation affecting market research
- Free subscriptions to:
 - Research
 - The Research Buyer's Guide
 - The Members' Register
 - MRS News
 - International Journal of Market Research
- Discounts on attendance at MRS conferences, seminars, and training courses.
- Opportunity to include organisation in:
 - The Research Buyer's Guide
 - MRS Freephone
 - Interviewer Identity Card (IID) scheme.
 - MRS endorsed Professional Indemnity Scheme.
- Eligibility to join MRS interest groups and regions.
- Use of MRS Library/information service and website.
- Voting rights in Council elections and at the AGM.
- Eligibility to serve on the Professional Standards Committee and to be a candidate for election to Council.

The Market Research Society

With over 8,000 members in more than 50 countries, The Market Research Society (MRS) is the world's largest international membership organisation for professional researchers and others engaged in (or interested in) market, social, and opinion research.

It has a diverse membership of individual researchers within agencies, independent consultancies, client-side organisations, and the academic community, and from all levels of seniority and job functions.

All members agree to comply with the MRS Code of Conduct, which is supported by the Codeline advisory service and a range of specialist guidelines on best practice.

MRS offers various qualifications and membership grades, as well as training and professional development resources to support these. It is the official awarding body in the UK for vocational qualifications in market research.

MRS is a major supplier of publications and information services, conferences and seminars, and many other meeting and networking opportunities for researchers.

MRS is 'the voice of the profession' in its media relations and public affairs activities on behalf of professional research practitioners, and aims to achieve the most favourable climate of opinion and legislative environment for research.

Fast Track Scheme

Fast Track is a scheme to enable senior, **experienced individuals** to achieve Full Membership as quickly as possible commensurate with experience and the standards required by The Market Research Society.

- Please type or print clearly in BLOCK CAPITALS
- Please refer to Notes for Guidance
- Please remember to enclose all required documents and payment

1. Personal Details

Surname

Forenames

(preferred name for correspondence)

Title

Home address

Postcode

County

Country

Telephone number

Mobile number

E-mail address

Business address

Postcode

County

Country

Telephone number

Facsimile number

Mobile number

E-mail address

Please indicate where you wish correspondence to be directed to: Home Business

2. Career Details. Please refer to Notes for Guidance

Are you self-employed? Yes No

Your current appointment if applicable

- Please enclose a typed curriculum vitae

Job Title

Date appointed

Director

Senior Manager

Associate Director

Other (specify)

- Please enclose a role profile/ job description and organisation chart

3 Professional Membership

Please list membership of any other relevant organisations, including category of membership and year of entry.

Examples of relevant organisations are: Institute of Management, Institute of Directors, Chartered Institute of Marketing, Worshipful Company of Marketers, Institute of Practitioners in Advertising, Social Research Association.

Organisation

Category

Year of entry

- Please enclose evidence of membership

4. Academic and Professional Qualifications

Qualifications obtained: list all academic and any professional qualifications giving title of qualification, place of study (institution), year qualification achieved.

Qualification

Place of Study

Year achieved

- Please enclose a copy of certificates achieved at Degree or Postgraduate levels

For each of the nine key standard statements please cite examples of relevant experience which could be drawn upon, if necessary, in either the written business research project or oral viva.

• Please refer to accompanying Notes for Guidance for examples

Ethical considerations governing the conduct of members of The Market Research Society

Market research in broad political/economical/technological/social context

Market research in business or corporate context

Principles of research methodologies/evaluation of different methodologies

Project management including deploying human resources and other resources

Oral and written presentations in context of broader communication skills

Quality standards in market research

Commitment to your personal and professional development

Commitment to the development of others

Would you prefer to submit a business research project for assessment or attend a viva?

Written research project (if you tick this box, guidance on the written research project will be sent)
Viva (Please indicate a topic of relevance to market research that you would like to discuss at the viva)

Topic _____

Project exemption (if you fulfil any of the requirements outlined in the Notes for Guidance (1) please state and enclose evidence of the article submitted or conference paper given.

Article/paper _____

5. Referees

Please provide details of two referees, one of whom should be a Fellow or Full member of the MRS and one of whom should be your employer.

Name _____
Job Title _____
Organisation and address _____

Length of time known _____
Name _____
Job Title _____
Organisation and address _____

Length of time known _____
• Please enclose brief statements from each supporting your registration

6. Next Steps

Please indicate when you believe you will be ready to submit the research project or attend the viva

Date _____

7. Signature

I apply to be registered on the Fast Track Scheme and enclose payment for the amount of £250.

Please indicate method of payment:

I enclose a cheque for £ _____ made payable to The Market Research Society
Please debit my credit card: Visa Mastercard Switch (issue number)

| | |
|---------------------------|----------------------------|
| Card number _____ | Exp. date _____ |
| Name of Card Holder _____ | Signature _____ Date _____ |

I agree to accept the decision of The Market Research Society as to the outcome of my application and registration on the Fast Track Scheme.

I confirm that the information supplied in support of my application is correct.

Signature _____ Date _____

Additional notes

- Documents to be included (see Notes for Guidance for information):
- Curriculum vitae and supporting statements
 - Evidence or copy of any certificates achieved at Degree or Post-graduate level
 - Evidence of membership of relevant professional bodies/associations
 - Current job description/role profile
 - Current organisation chart

Please return this form to:
Antonio Sullivan
The Market Research Society
15 Northburgh Street
London EC1V 0JR
Telephone: +44 (0)20 7566 1822
Fax: +44 (0)20 7566 1829

The Market Research Society processes the information provided by members and applicants for membership and their sponsors to enable it to carry out its activities in accordance with its objectives and for its administrative purposes.

We may publish the information in our Members' Handbook and make it available electronically on our Web site. We may also make it available to any person on request to enable them to contact you for any purpose other than direct marketing. If you do not wish the information to be disclosed in this way, please notify us in writing.

- The Society is occasionally approached by other organisations who wish to engage in direct marketing to its members. If you do not object to the Society disclosing the information it holds for these purposes, please tick this box.

NOTES FOR GUIDANCE ON COMPLETION OF THE REGISTRATION FORM

1. The purpose of the scheme is to enable you to achieve Full Membership swiftly if you can demonstrate at least seven years experience at a senior level. Consequently, the questions are aimed at enabling you to provide as much relevant information as you believe will assist that process to be swift and effective. You may choose either an oral viva or a full written research project. An acceptable alternative to a project can be:
 - A paper submitted successfully for MRS Conference, or any Conference of equivalent rigor and standing.
 - A paper submitted successfully for the International Journal of Market Research (IJMR) or journal of equivalent rigor or standing

2. The key statements are not exhaustive, but together with your c.v. and either the oral viva or written project, will be crucial to determine whether you meet the standards.

You may include additional documentation if you wish.

3. Examples to illustrate each of the nine standards referred to in the registration form

- i. Ethical Considerations:

- a) You may have had problems to solve which raised ethical issues
- b) You may have been responsible for ensuring compliance with the MRS Code of Conduct.
- c) You may have had to intervene to ensure that a project was undertaken in accordance with MRS Guidelines.

- ii. Wider context issues:

You may have been involved in social research necessitating a clear grasp of social context in UK or in international environments,- you may have had experience of dealing with opinion polls associated with political campaigns or advocacy of controversial issues; you may have been involved in economic issues for industry non-consumer sectors; you may have been involved in technological leading-edge issues.

- iii. Business Context:

Experience might include relationship of Research to Marketing, Direct Marketing, Strategic Business Planning, Corporate Strategy. You may direct a research business or a division of a larger organisation.

- iv. Research Methodologies:

Experience might include briefing and debriefs on different methodologies, evaluating pitfalls, advanced questionnaire design, managing projects with different research tools, data analysis etc.

- v. Project Management:

Experience should include the allocation of resources and management of projects, not necessarily research projects; the written research project (if selected) can demonstrate this.

- vi. Presentation and Communication:

You may be a member of a management team or board member required to give regular presentations. Experience may include project debriefs. Written communication can include the written research project if submitted, or the viva if selected for oral presentation skills.

- vii. Quality Standards in Market Research:

Do you have experience of ensuring compliance with quality standards, e.g. MRQSA, IQCS, ISO9000

- viii. Commitment to your own development:

This can include appraisal/development plans, within your organisation, writing articles, attending and/or contributing to conferences, seminars, training courses.

- ix. Commitment to the development of others:

This can include managing appraisal/development of others; writing articles to benefit others, preparing and delivering conference papers, leading training events and seminars.

4. Examples of topics for viva or written project:

- Strategic Business Plan in which research issues feature.
- A topic of leading-edge interest e.g. data fusion, e-commerce.
- A specific research project you have recently managed, bought or designed.

5. Curriculum vitae:

This should be an expanded version of the one you would normally use. The curriculum vitae should clearly demonstrate that you have seven years experience. Although you need not be a graduate, the experience needs to be at a level associated with graduate work. Include particular achievements that may be relevant.

Other documents

Please enclose copies of degree certificates and professional membership certificates.



THE MARKET RESEARCH SOCIETY

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Web: www.marketresearch.org.uk / www.mrs.org.uk