

The Research Club

Networking Worldwide

The Premier Global Networking Club
January 2012



The Research Club
A strategic vision in Networking

The Research Club

What is it ?

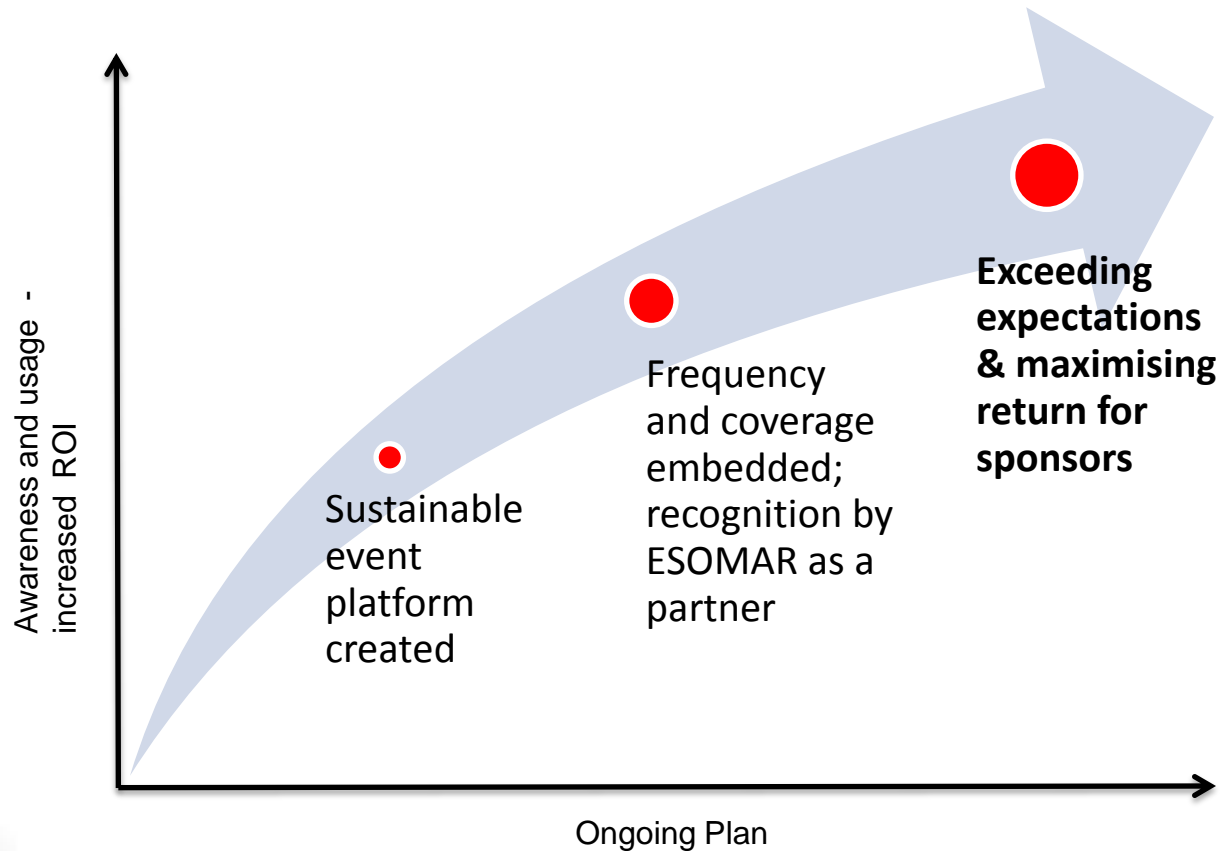


- **The Research Club** (TRC) is an industry renowned series of International networking events for everyone involved in market or social research.
- All events are set within a relaxed and informal setting whilst enjoying complimentary drinks and canapés courtesy of sponsors. Most events are free to attend – Special events carry a small admission charge
- TRC is fully endorsed by a number of International Associations including, ARF, ESOMAR, IIR & the MRS and events are held worldwide – see the 2012 Calendar on page 12.
- The Research Club is a great opportunity to promote your brand and your company capabilities as well having an enjoyable evening amongst the market research community.



6000+ Members worldwide

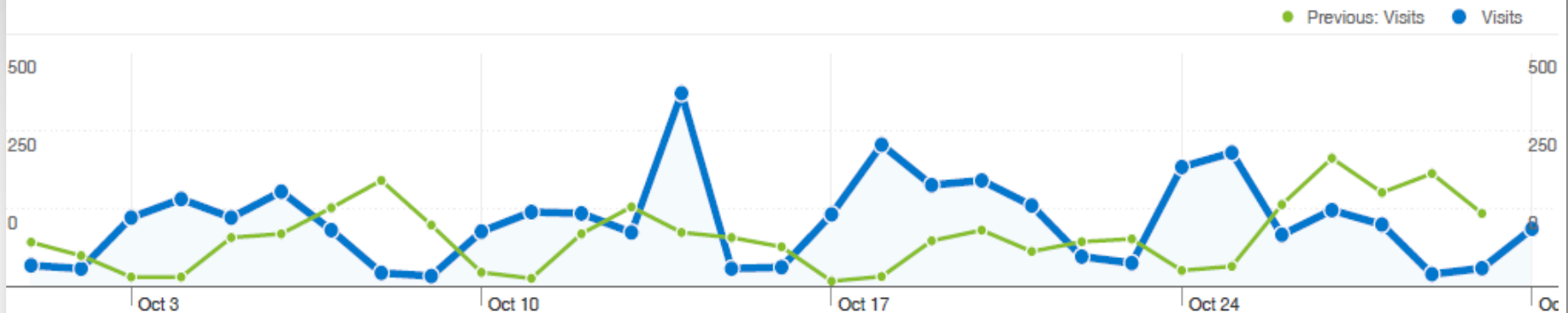
- The Research Club has created an excellent member (attendee) base from which to offer a rewarding experience for sponsors with a sound return on their investment through increased business and/or brand recognition/brand efficacy from the event activity



Increasing website visitation
4250+ per month www.theresearchclub.com

www.theresearchclub.com
Dashboard

Oct 1, 2011 - Oct 31, 2011
Comparing to: Sep 1, 2011 - Sep 30, 2011



Site Usage



4,294 Visits

Previous: 3,210 (33.77%)



11,008 Pageviews

Previous: 9,531 (15.50%)



2.56 Pages/Visit

Previous: 2.97 (-13.66%)



52.82% Bounce Rate

Previous: 43.46% (21.54%)



00:02:46 Avg. Time on Site

Previous: 00:02:47 (-0.18%)



54.73% % New Visits

Previous: 56.29% (-2.78%)

Benefits – promoting your brand!



- **Enviably informal networking event (100+ attendees at events , 250+ for key events)**
- Unique offering – **free to attendees for most events** – 6000+ member base worldwide and growing
- High quality venues – handpicked - constantly reviewed
- Committed regular sponsor base, **active committee and Gen Y support team** includes regular sponsors
- Innovative expansion to new markets – **ARF, ESOMAR, and IIR / TMRE partnering events with TRC**
- **Online** communication, website and social media. UK Client side association AURA also a supporter



- Energetic environment at events
- Positive perception- high satisfaction levels
- No 'hard sell' by sponsors
- Sociable, enjoyable events
- Successful, innovative and fun!
- Cost effective way to promote your brand and meet researchers

Events – meet & gain new contacts

- Sponsor ability to tap in to business cards collected on event night combined with online registration via TRC website events offers an Excel database
- Attendance levels around 100+ at most events
- See who is attending from on-line registration
- Building up client-side attendees
- Website and community build opportunities (Marketing & Communications)
- Quantifiable Feedback mechanism for all attendees – attendee survey at key events
- **Working with Sponsors pre-event to optimise presence**



The Research Club in Milan in conjunction with ESOMAR

Website - www.theresearchclub.com

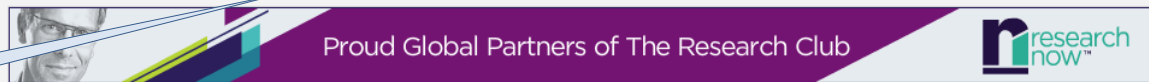
A key communication channel



[Advertise Here](#)
Full Banner (468 x 60 pixels)

Website Opportunities for brand exposure and communication of key brand messages

- Home
- What People Say
- Events
- Careers
- Gallery
- Key Sponsors
- Advertising
- Sponsorship
- Subscribe
- Contact Us



Attendee registration

Global Sponsor

Careers

Associations

Association endorsement

Upcoming Events

- Milan – Wednesday 18th January 2012 [Register here](#)
- London – Thursday 26th January 2012 [Register here](#)
- Hamburg – Thursday 15th March 2012 [Register here](#)
- New York with the ARF – 25th March 2012 [Register here](#)

Topical and relevant write ups and information on forthcoming events and sponsor details

Topical and relevant write ups on key news items and sponsor details

The Research Club

The Research Club is the leading International free to attend social event, for everyone involved in the market research industry. Make new contacts, catch up with former colleagues, develop business opportunities and keep up to date with the latest industry developments.

It's a great way to meet with like-minded research professionals and a fantastic opportunity to create and maintain your own national and international networks – all within an informal setting whilst enjoying complimentary drinks and canapés, courtesy of our sponsors.

We hope you'll have a great time at the premier International social networking club with over 6000 members, The Research Club!

John Mackay, Bob Qureshi & Jonathan Wheeler

Latest News

Research Club Xmas Party raises £500 for MRBA

Thanks to everyone who attended the Research Club Xmas Party 2011 – your support has raised the sum of £500 which has been donated to the MRBA (the Market Research Benevolent Association) The donation was made to Linda Henshall of MRBA at the MRS awards dinner on 12th December



Follow us on...

Social media channels further enhance TRC and offer member communication opportunities messages

ADVERTISE HERE!
4000+ HITS/MONTH

2020 TECHNOLOGY
Free ebook on mobile qual

MARSC
Find the right people . . .
To ask the right questions

[recording of events and feedback - click here](#)

Website - www.theresearchclub.com

A key communication channel



Web page ad dimensions and rates

960 banner advert 960px by 60px - home page and all key pages one of five

Logo's inside 960 banner

Width: variable

Maximum height: 50px

From **£400 per month**

New! banner advert 468px by 60px - home page and all key pages - Ask us for details – one of five

From **£300 per month**

Right Column > Adverts, Sponsor Adverts, Associations

Max width 194px (204px with white spacing)

Height: 81px (91px with white spacing)

From **£150 per month**



Sponsors box - included as part of event sponsorship one event page

Gold / Silver:

max height: 70px

Width: variable

Standard sponsors - shared

Max height: 60px

Width: variable

Please ask about our 12 month packages and combined event and ad sponsorship packages

2012 Events – Sponsor Investment



Rate per event	Gold	Silver	Standard
Europe	£2,200	£1,100	£715
<u>*five +</u>	<u>£1,650</u>	<u>£880</u>	<u>£550</u>
North America	£3,438	£1,815	£1,045
<u>*five +</u>	<u>£2,585</u>	<u>£1,485</u>	<u>£825</u>
Asia Pacific	£3,245	£1,815	£1,045
<u>*five +</u>	<u>£2,475</u>	<u>£1,375</u>	<u>£825</u>
Middle East	£3,245	£1,595	£825
<u>*five +</u>	<u>£2,475</u>	<u>£1,375</u>	<u>£825</u>
London Specials**	£3,245	£2,145	£1,045

*Rate for five or more events in the region. Speak to us about a competitive costs for multiple cross region events

Multiply by 1.6 for US\$

** London specials not included in the five + rates above.

London Summer Special Event

2nd August 2012 - Limited to 300 attendees



Example of **Gold**, **Silver** and **Standard** sponsor benefits

Gold Sponsorship – one sponsor per event **£3245**

- Prominent Presence for your brand on the Research Club website
- Advertisement for 3 months on the landing page of the Research Club website
- Prominent Presence for your brand in all communications to membership for this event and rolling slideshow at event
- Attendee list from the event compiled from the collected business cards and online registration
- Short presentation of your company during the event – if appropriate for event
- Exposure (logo at event and event website page) at one other event in next three months
- Banner at event, logo on name badge
- Gift for Prize draw, handouts and giveaways



London Summer Special 2011

Silver Sponsorship – 4 sponsors per event **£2145**

- Secondary presence for your brand on the Research Club website
- Advertisement for 1 month on the landing page of Research Club website
- Secondary presence for your brand in all communications to membership for this event and rolling slideshow at event
- Attendee list from the event compiled from the collected business cards and online registration.
- Hand outs and giveaways

Standard Sponsorship **£1045**

- Presence for your brand on the Research Club website
- Presence for your brand in all communications to membership for the event and rolling slideshow at event
- Attendee list from the event compiled from the collected business cards and online registration
- Handouts and giveaways may be possible

Giveaways and hand out materials at events as well as a prize draw donations can be discussed

2012 Events – Global opportunity

40 events planned for the year



Region	Country	City	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Asia Pacific	Australia	Sydney		09 Feb									TBC		
		Melbourne		16 Feb									TBC		
	NZ	Auckland											TBC		
	Singapore	Singapore			TBC								TBC		
Europe	Germany	Berlin						TBC							
		Hamburg			15th March						6th Sept				
		Nurnberg							TBC						
		Cologne							TBC						
		Munich			April - TBA							23rd Nov			
	Holland	Amsterdam				18 or 19 with MRMW						TBC			
		Hague		1st Feb with MIE											
	UK	Rotterdam										TBC			
		London	26th Jan Borough Bar			29th March TBC		31st May TBC	27th June Insight Show		2nd August SUMMER EVENT	27th Sept			6th Dec Special XMAS Event
	Spain	Manchester											TBC		
		Barcelona							21st June						
		Madrid				19th April							TBC		
	France	Paris				5th April							TBC		
Italy	Milan	18/19th Jan MRMW													
Poland	Warsaw											TBC			
Middle East	UAE	Dubai				26th April							TBC		
North America	USA	LA				Late April or	Early May						TBC		
		Portland				Late April or	Early May						TBC		
		NYC			25th March with ARF										
		Chicago							TBC						
		Atlanta									11th Sept during ESOMAR				
		Boca Raton, Florida											November with IIR/ TMRE		
		Dallas									Sept - TBC				
	Canada	Toronto						10th May							
	Montreal						8th May								
TOTAL	40 events	29 cities	2	3	5	6	3	6	0	1	6	6	7	1	

What people say



As a leading full service Market Research agency with offices throughout Asia Pacific, InsightAsia has been delighted with the response and interest generated by European business executives attending The Research Club. Both The Hague and London events were a great opportunity to meet new people and foster great business relations for InsightAsia. We are committed to sponsoring further events with The Research Club.

InsightAsia

I think it is fair to say that the Research Club has firmly established itself as the currency for networking events in the MR industry and believe this is a view widely shared by my peers. It has certainly been the premium forum in the UK for some time now and is fast making it's mark across Europe.

Cint



2011 Sponsors include...



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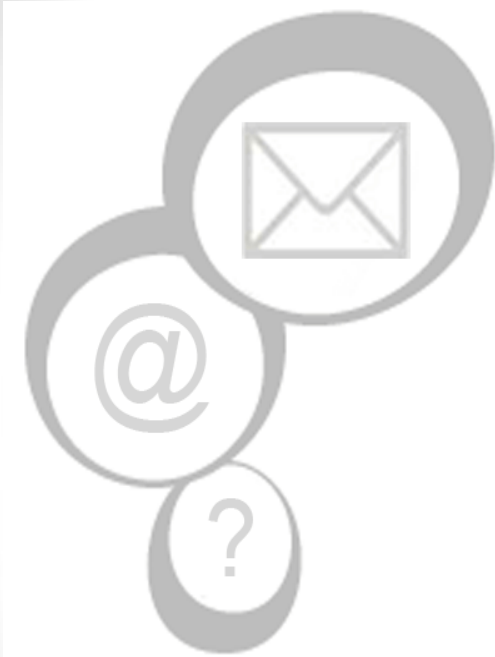
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The Research Club
A strategic vision for Sponsor success

www.theresearchclub.com