



CANADIAN RESEARCH
INSIGHTS COUNCIL

Virtual Townhall

September 10, 2020

Agenda

- Thanks to past Chair and departing CRIC board members
- Introduction of 2020/21 CRIC Board/Executive
- Standards Committee Update
- Government Relations and Advocacy Update
- ESOMAR Insights Festival and more
- CAIP Canada
- Get Involved/Stay Informed
- Questions

Thanks to former Chair/Departing Board Members

CRIC



Barry Watson

Past CRIC Chair

Continuing on Board
President, Environics Research



Don Mills

Past Vice-Chair - Departing from Board

Founder and Former Owner/CEO
Corporate Research Associates



Carol Udell

Departing from Board

President & CEO
Canadian Viewpoint



Chuck Chakrapani

Departing from Board

President of Leger Analytics
Distinguished Visiting Professor at Ted Rogers
School of Business at Ryerson University

2020/21 CRIC Executive and Board

CRIC

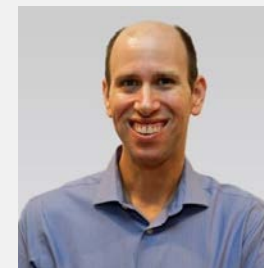
Executive



Gary Bennewies
CRIC Chair
President & CEO
Ipsos Canada



Nik Nanos
CRIC Vice-Chair
Chief Data Scientist &
Founder
Nanos Research



Jason Zweig
CRIC Treasurer
Vice President
Canadian Viewpoint



Anastasia Arabia
Partner
Trend Research



Rob Berger
Managing Director
Maru/Blue



Margaret Brigley
CEO & Partner
Narrative Research



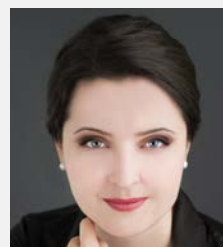
Ed Gibson
President
CRC Research



Frank Graves
President
EKOS Research



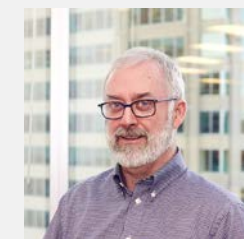
Jean-Marc Léger
President
Léger



Diana Lucaci
Founder & CEO
True Impact



Sam Pisani
Managing Partner
The Logit Group



Barry Watson
President,
Environics Research

Standards Committee Update

- CRIC Standards Committee
 - Nik Nanos (Chair), Maxime Bourbonnais, Margaret Brigley, John Crockett, Donna Larsen, Annie Pettit, Tim Sinke, Jason Zweig
- Launched CRIC Pledge to Canadians (Today)
 - Helps Canadians differentiate research from other requests they receive
 - Communicates the value of participating in research
 - Builds public trust in our industry

CRIC Pledge to Canadians

1. Your personal information and identity will be kept confidential.
2. You will never be sold anything or asked for money.
3. You will never be pressured or influenced on how to answer any questions.
4. Your decision to not participate or to discontinue your participation will be respected.
5. You will be provided with details of any compensation offered for your participation if applicable.
6. You can verify that research you are invited to participate in is legitimate using CRIC's [Research Verification Service](#). A CRIC Research Verification Service code will either be provided in the invitation or upon request.

CRIC Pledge to Canadians (Cont'd)

7. You will be informed of the name of the research company and the purpose of the research.

8. You will be given the approximate time required to participate in the research.

9. You will be informed in advance if the interview will be recorded or if additional information such as your location will be collected and of the purpose for collecting that information.

10. You will be contacted at reasonable times and, where possible, you will be offered to be re-contacted at a time that is more convenient.

We welcome your feedback on our research. Feedback on any CRIC member company can be provided through the [CRIC Research Verification Service](#).

Standards Committee Update

- CRIC Research Verification Service
 - Over 2000 projects registered in first year
 - Referenced in CRIC Pledge
 - Issuing guidelines on its use
- Launching ISO 20252:2019 for agency members (webinar on October 8)
- Reviewing additional Plus standards (including qualitative research guidelines and guidelines for research with children)
- Launching CRIC Accreditation Audit
 - Piloting the process now with 3 agencies
 - 1/3 of companies to under go audit each year with first cohort in the fall

CRIC Mandate and Advocacy Role

CRIC's key advocacy objectives:

1. Ensure government does not unduly get in the way of business
2. Encourage government intervention in areas that help business
3. Participate in key government initiatives that support innovation and growth

Insights falls under:

1. Consumer and Respondent Rights:
 - Unsolicited communications and nuisance
 - Calling Restrictions (Do-not-call)
 - Commercial electronic messages (CASL)
2. Privacy and Personal Information Protection
 - PIPEDA
3. Good Government and Democracy
 - POR procurement and government standards
 - Election surveys

Privacy – federal and provincial

ONTARIO: Consultations

- Ontario launched a consultation process re a potential new privacy law in Ontario for the private sector
- Looking to European Union's General Data Protection Regulation (GDPR)
- Deadline is October 1, 2020

QUEBEC: Bill 64 (An Act to modernize legislative provisions as regards the protection of personal information)

- To update privacy-related laws
- Intended to bring the Quebec regime in line with GDPR
- Bill tabled in June; First Reading

FEDERALLY: Digital Charter

- PIPEDA is 20 years old. Continued pressure on the feds to update
- May 2019, Liberals announce 10-principle “Digital Charter” – requires modernization of laws, inc. PIPEDA, CASL, TELECOMS ACT
- Unclear how things will play out over the next few months
 - Speech From the Throne is September 23, followed by a confidence vote
 - Potential fall election

CRTC and Nuisance Calls

December 13, 2019:

- Telecoms forced to implement technologies to reduce nuisance calls
- 2 options:
 - Universal Call Blocking: Technologies at the network-level that block the most blatant illegitimate calls before reaching the subscriber
 - Call-filtering: Service that allows customers to block most robocalls (Telus)

September 30, 2020:

- CRTC's deadline to adopt STIR/SHAKEN – a call-id authentication protocol that would allow telecoms to confirm identities of callers and assure consumers that calls are coming from a legitimate party
- Push-back from telecoms that they won't be able to meet this date



ESOMAR

CRIC

- Don't miss the **ESOMAR Insights Festival** from September 14-17
- Held in place of ESOMAR Global Congress that was postponed to **September 2021 in Toronto**
- Four days of leading edge content from across the globe
- CRIC panel on “The Future of Insights in Canada in a Post-Pandemic World” at 2:45pm Eastern with panelists: **Tawnya Crerar**-ATB Financial, **Jon Yuill**-WestJet, **Diana Lucaci**-True Impact, **Jean-Marc Léger**-Leger, **Rob Berger**-Maru/Blue 2:45pm Eastern Time on September 15
- Free for ESOMAR members/Employees of CRIC Members - € 199 for non-members

Benefits of Joining ESOMAR

ESOMAR

CRIC

- Access to the latest thought leadership from across the globe through the ESOMAR online resource database (ANA) that includes exclusive member only reports, presentations, commentary and videos.
- Regular educational webinars featuring experts from around the world
- Preferential rates for ESOMAR conferences and masterclasses in the annual Summer Academy
- An ESOMAR members only messaging platform to connect you with experts and potential business partners and clients in over 130 different countries
- The exclusive ESOMAR member mark signaling your commitment to global best practices and the highest ethical standards

ESOMAR/CRIC Partnership

ESOMAR

CRIC

- Special rates for Canadian insights professionals to join ESOMAR for \$450 (CDN) and lower rates for CRIC member companies who register 3 or more individuals
- CRIC supporting ESOMAR Client Survey to benchmark industry performance
 - Clients in Canada who haven't already receive an invitation can send an e-mail to: john.tabone@canadianresearchinsightscouncil.ca to get one
- CRIC contributes to ESOMAR Standards Committee, Association Executive Committee, and ESOMAR Congress Committee
- CRIC Board Members (Rob Berger and Jean-Marc Léger) serve as ESOMAR's Canada Reps to help CRIC and ESOMAR support the Canadian Insights Sector
 - The Pollsters' Survival Kit in the Trump World
 - ESOMAR, MRII/University of Georgia and CRIC webinars
 - Webinars available on demand in "Events" section of CRIC website

CAIP Canada-Board



Robert Wong, CAIP, FCRIC (Chair) – Owner and Principal, RMCG Inc.

Maxime Bourbonnais, B.A. (Psych.) – President, MBA Recherche/UX Recherche

Yvonne Brouwers, CAIP – President & CEO, Illumina Research Partners

Dr. Chuck Chakrapani, CAIP, FCRIC – President, Leger Analytics

Tawnya Crerar, CAIP – Managing Director, Customer Intelligence, ATB Financial

Majid Khoury, CAIP, FCRIC – Advertising and Brand Research Strategist, Majid Khoury Holdings Inc.

Jordan Levitin, CAIP – Senior Vice President, Ipsos

Peter MacIntosh, CAIP – Chief Research Officer and Partner, Narrative Research

Annie Pettit, PhD, CAIP, FCRIC – Chief Executive Officer, MOSR Canada

Michele Sexsmith, CAIP – Senior Vice President and Practice Lead, Environics Analytics

John Tabone, MBA, CCXP – Chief Administrative Officer, Canadian Research Insights Council

- Recognized 227 CAIPs who held the designation of the Canadian marketing research association prior to August 2018 or who were Fellows
- Secured sponsorship to fund the development and seeking more

Platinum Sponsors



Canadian Research
Insights Council
Le Conseil de Recherche
et D'Intelligence Marketing
Canadien



Gold Sponsors



Majid Khoury



NUMERIS

- Launched CAIP Competency Framework
 - Defines knowledge, skills and abilities of CAIPs
- Finalizing Exam and Exam Prep Course
- New website will be launched later this month
 - Registration to apply to write the exam that will include access to Prep Course
 - Exam will be offered at testing centre and through a virtual proctor
 - Launch of experienced practitioner route for those with 15+ years experience (limited time)
 - Online access to printable CAIP Canada certificate and digital credential
- Membership Dues
 - Introduction of dues was deferred to 2021 due to the impact of COVID-19
 - Continuing to seek additional sponsors to support the program.

Get Involved/Stay Informed

- Get Involved
 - AI & Data Analytics Thought Leadership Council
 - Qualitative Research Thought Leadership Council
 - New Committees Launching Soon
 - Public Opinion Research Thought Leadership Council
 - Government Relations and Privacy Advisory Committees
 - Students/Young Professionals Committee
 - Diversity and Inclusion Committee
- Subscribe to receive updates from
 - CRIC, CAIP Canada and ESOMAR
- Contact CRIC if interested in getting involved or have suggestions/questions
 - john.tabone@canadianresearchinsightscouncil.ca

Questions?



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