

RESEARCHGO
TALENT



CRIC

CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

CAIP
CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

PAIM
PROFESSIONNELS AGRÉÉ EN ANALYTIQUE
ET INTELLIGENCE MARKETING DU CANADA

ESOMAR

ESOMAR
foundation
Making a Difference



Research Got Talent-Who's Involved?



CRIC

CRIC is Canada's voice of the research, analytics and insights industry. It represents the highest standards and ethic and is committed to advancing thought leadership. Its members are companies that produce and rely on data based insights.



CAIP Canada is the professional body for the over 250 Certified Analytics & Insights Professionals. CAIPs have a combination of analytical and business competencies guided by strong ethics that organizations need to succeed in the world of data.



ESOMAR

ESOMAR is the global voice of the data analytics, research and insights community. Its membership includes research, analytics and insights professionals committed to the highest standards and seeking to enhance their knowledge and grow their connections globally.



The ESOMAR Foundation is focused on supporting charities in using more insightful research to increase the overall impact of market research in building a better world.

Research Got Talent Background



- ESOMAR Foundation initiative to engage younger researchers in meaningful research that support the foundations goal of supporting the effective use of research by not-for-profits
- Successfully piloted by associations in Hong Kong and India in 2019
- Offered in Australia, Peru, Russia, India and the Czech Republic in 2020
- CRIC and CAIP Canada are bringing the competition to Canada in 2021

Why Participate



- Opportunity for recognition on a global scale
- Profiled at ESOMAR's virtual global congress in September 2021
- Free entry pass for the next ESOMAR Global Congress (likely in September in 2022) and ESOMAR YES membership
- Make a meaningful difference for a charity your care about
- Global Winner
 - A sponsored trip to India for the team leader with a speaking and leisure tour of several cities
 - A featured article in Research World, an interview on the Talking Insights podcast and a one year full ESOMAR Membership

Who Can Participate?



- Canadian researchers between the ages of 18 and 35
- Submit a proposal individually or with **one** other researcher
- An individual can only be part of one submission
- Multiple individuals from the same company can enter

How to Enter? – Select a Charity/Project



- Select a charity or NGO that you are passionate about and design a research project proposal that will help make a difference.
- The project should be consistent with the overall theme of helping charities overcoming relevant and meaningful social issues. Project could focus on one of the following topics:
 - Improving the lives of persons with disabilities
 - Impact of COVID-19 on vulnerable communities
 - Improving the lives of children
 - Environmental and Climate change
 - Gender equality
 - Access to Justice
 - Access to Education
 - Sustainability
 - Integration and Diversity

How to Enter? – Complete Proposal



- Clearly explain how your project will meet the objectives
- Explain your research approach/methodology and how it will best meet the charity's objectives.
- Describe the expected impact of your research
- Prepare a realistic project budget and timeline - maximum \$30K CDN
- Winner must be prepared to complete the research and all deliverables by August 23, 2021

Fieldwork Assistance - Optional



- The Logit Group and Maru/Blue have generously donated fieldwork support that can be used by the winner
- The Logit Group has agreed to provide programming and hosting for an online survey to the winner
- Maru/Blue has agreed to provide sample to the winning proposal of n=1000 completes at 100% nationally representative
- You have the option of drawing upon this support if it fits with your proposal and will benefit your charity

Next Steps



- Review Details on Research Got Talent Website:
<https://www.canadianresearchinsightscouncil.ca/research-got-talent-2021/>
- Submit proposals to rgt@canadianresearchinsightscouncil.ca by end of day Monday, May 17, 2021
- Winner will be notified by Thursday, May 20, 2021
- Winner to complete research and short video highlighting results by August 23, 2021 for global competition
- Looking for inspiration, view video submissions from last year's entries: <https://www.facebook.com/ESOMAR/videos/researchs-got-talent-and-lots-of-it/464285431212179/>

RESEARCHGO
O
TALENT



CRIC

CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

CAIP
CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

PAIM
PROFESSIONNELS AGRÉÉ EN ANALYTIQUE
ET INTELLIGENCE MARKETING DU CANADA

ESOMAR

ESOMAR
foundation
Making a Difference

