

ESOMAR

Community Circles Italia

**1st session | The role of local association and
the feelings/fears/forecast for the future**

Follow up – Tips and Findings



Key Takeaways

Share feeling, experience and forecast about the COVID-19 crisis and to support that ESOMAR and local association can provide to the industry

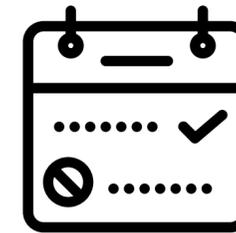
'Together we are stronger'



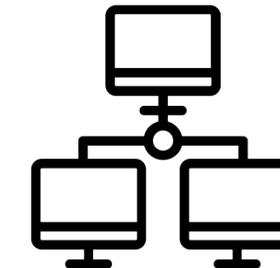
1. Positive reaction to the initiative



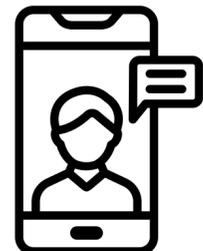
2. Predictions about the future re-start



3. The position of end-clients



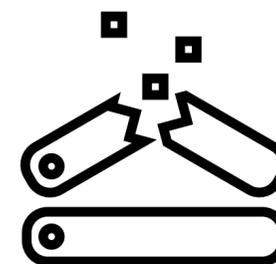
4. Online research providers' view



5. End-clients' view



6. Qualitative researchers' new approach



7. Ethics and privacy issues

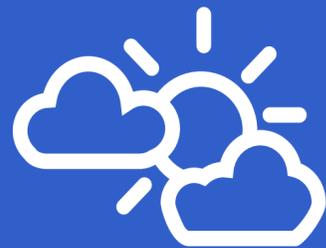


Actions to take



1. Positive reaction to the initiative:

Overall the Italian community was very interested in the possibility of being involved in such conversations, where everyone can express own opinions and there is the possibility to share ideas and feelings



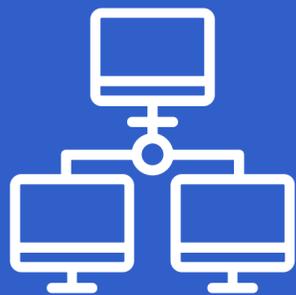
2. Predictions about the future re-start:

Researchers are generally quite positive towards the beginning of the 'after COVID-19' phase, they think that from September it could be possible to come back to a sort of 'new normality'



End clients are still not enough willing to spend money in research, they have other priorities right now, including employees management, cash flow issues, providers to pay

3. The position of end-clients:



Feel 'safer' in this context since they continue their work online, but in some cases clients are postponing projects or not respecting previous commitments

4. Online research providers' view:



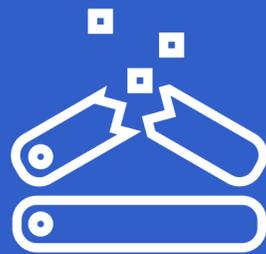
5. End-clients' view:

Some end-clients think that replies from consumers can be affected by the current dramatic situation, while it seems that this is less true with qualitative online approaches where thanks to expert moderators, the answers can be more controllable



6. Qualitative researchers' new approach:

They have to adapt and learn new tools to be able to switch from offline to online, and sometimes clients are not open neither ready to this switch



7. Ethics and privacy issues:

These can impact the usage of online methods (i.e. some type of material to be tested, such as prototypes, cannot be shared online)



Actions to take:

Set a LinkedIn profile: 'ESOMAR Italia' where all events, information, updates and so on related to our community are shared, "we need a single place where to find everything, otherwise the information are too fragmented, we do not know where to find relevant communications on our industry", "we need to find all in a single container"

Create a kind of 'tribe' of researchers and professionals with the help of an Excel sheet where collecting all the information and competences of each researcher (and I would add, also endorsements from clients/colleagues who had positive experiences) to deliver to end-clients

Launch other sessions through the Open Community Support Circle, on different themes, such as for example (some educational others more brainstorming-like):



Actions to take:

How to use new online tools with the possibility to test them directly, especially for qualitative researchers

What end clients think, inviting end clients and having their views on the current situation and the consequences on the future

How to 'educate' end clients to understand the relevance of listening to the consumers right now, so to be ready when the emergency will be over

How to make 'market research' term more appealing and intriguing

What can we learn from different communities, i.e. insight, marketing, big data, small data communities