ESOMAR Community Circle: Clients and Researchers – where do we go from here?

7 May 2020 – 10h30 CET Session

Panel Members:

**Giulia Fabrizi**, Founder and Owner, Almar Quality Research; ESOMAR Representative for Italy

**Elaine Rodrigo**, Chief Insights & Analytics Officer, RB

Chair:

**Anne-Sophie Damelincourt**, Founder & Owner at Blue Lemon Insight & Strategy, ESOMAR Council & Treasurer
It is not an unprecedented crisis

- We can come out from this crisis destroyed or fortified

- How will we do what we do in a different world?

- Let’s think to all is needed to reinvent ourselves, how to create new products, new services and new business models
What are Italian research community thoughts and feelings on this phase of the professional life?
In your opinion, when will the state of emergency issued by the Italian Government following the spread of the Coronavirus, end?

- Within May: 22
- Within June: 21
- Within July: 31
- Within August: 2
- Within September: 12
- Within the end of the year: 8
- I do not know: 4
As far as you have seen so far, at the end of 2020, the situation of your agency, compared to 2019, will be…

- Worsened slightly: 33
- Worsened significantly: 55
- More or less the same: 4
- I do not know: 8
According to you, in your agency, how long will the impact due to Coronavirus last?
What are Italian research community requests and expectations from Associations such as ESOMAR and ASSIRM?
Main thematic areas

1. **Knowledge**: encourage the sharing of experiences, information, research culture and training
2. **Help**: receive economic support for the industry, i.e. credit and bureaucratic concessions, customer relations, tenders, European projects
3. **Quality**: check the quality of the work of the members
4. **Participation**: involve all members, listen to specific needs
5. **Prestige**: enhance the industry and its relevance, strengthen its contractual power in economic and institutional offices
The Client side perspective:

Elaine Rodrigo, Chief Insights & Analytics Officer, RB
Your turn to speak!

Please ask for the floor by typing ‘hand’ in the chatbox…

If you can't speak type your remarks in the chat!
Resources for advice on marketing and sales

- **A Guide to Action Planning for COVID—19 (Research World)**
- **ESOMAR COVID-19 support page**
- **Post-pandemic: Scenarios for the insights industry after COVID-19 (Research World)**
- Check with your local association for details of national government schemes to aid business