

Women in Research (WIRe) and MRS (Market Research Society) Form Partnership

Market research non-profit and London-based leading research association to collaborate

LONDON, ENGLAND, July 11, 2017 /EINPresswire.com/ -- [Women in Research](#) (WIRe), the leading non-profit organization dedicated to the advancement of women in the market research industry, has formed an alliance with the Market Research Society (MRS), the UK's largest market and social research association. With the new partnership, the two groups will coproduce and promote special events pertinent to their constituents and share resources for professionals in the industry.



"We're all working toward a common goal of moving the research sector forward through innovative thinking, advocacy and opportunity. Promoting a culture of inclusivity, ensuring all types of talent are encouraged in our sector is important to MRS. Formalizing our relationship through this alliance makes good sense for everyone. WIRe will participate as a preferred network within our Inclusion and Diversity work," says Jane Frost, CEO, MRS, who also serves on WIRe's Global Advisory Board.

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Jane Frost, CEO, MRS

The partnership will include co-presentation opportunities at MRS conferences, cross-promotional marketing on both organizations' various media and communication platforms, and regular news creation and distribution. MRS will have the support of WIRe's 50/50 Initiative speaker program, with its commitment to ensure gender parity on our industry's public speaking platforms. The WIRe community, promotions and

programming will be supported by MRS in the UK.

“WIRe and MRS share many of the same strategic objectives when it comes to diversity and inclusion in our industry. This partnership is an important step toward our ability as an organization to deliver measureable global outcomes,” says Kristin Luck, founder of Women in Research.

About MRS (Market Research Society)

MRS is the world's leading research association with members in 50 countries it is a global leader in research qualification and training. MRS is also the professional regulator in the UK, accrediting over

520 agency and client companies. As publisher of Impact magazine, Research Live and IJMR, MRS is a significant voice for all those involved in market or social research. <https://www.mrs.org.uk/>

About Women in Research

Women in Research (WIRe) is the leading non-profit organization dedicated to the advancement of women in the market research industry, supporting educational programming and networking events across five continents. WIRe programming also facilitates leadership, entrepreneurship, mentoring and other career development goals. WIRe's mission is to advance the contributions and voice of women in research, both for themselves and the greater good of the market research industry. www.womeninresearch.org



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