



The Insights Association & Women in Research (WIRe) Announce Partnership

Market research industry association and nonprofit group team up to better serve their constituents

WASHINGTON, DC, USA, November 7, 2017 /EINPresswire.com/ -- The [Insights Association](#) has formed a partnership with [Women in Research](#) (WIRe), the leading non-profit organization dedicated to the advancement of women in the marketing research industry and profession.

The partnership extends various discounts, benefits and resources to members of both groups. For WIRe members, it includes discounts (some unique to WIRexec Members) to Insights Association events, certification programs and on first-year Insights Association memberships. The partnership also includes a commitment by the Insights Association to proactively work toward WIRe's 50/50 speaker goal by instituting an anonymized vetting process for proposals received in response to Insights Association calls for speakers.

WIRe's mission is to to advance the contributions and voice of women in research, both for themselves and the greater good of the industry.

"As an industry significantly founded and led by so many extraordinary women, we wholeheartedly support WIRe's mission and are excited to work closely with them as the Insights Association expands its membership. WIRe's extensive network and its members' perspectives are a great resource as we work to ensure that all voices are heard and all experiences included in our events and leadership," said Insights Association CEO David W. Almy.

"WIRe is thrilled to enter into this partnership with the Insights Association," said Kristin Luck, WIRe's founder. "Study after study shows the positive impact that diversity has on business performance and as the market research industry faces greater competitive threats, we simply can't afford to leave talent on the sidelines. I'm grateful to Insights Board Chair Simon Chadwick and Vice Chair Rob Stone for recognizing the importance of diversity and realizing there is still much work to be done to achieve gender parity. We look forward to working with the Insights Association to benefit its members and the WIRe community," Luck added.

About Women in Research

Women in Research (WIRe) is the only non-profit organization solely 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

The Insights Association

Empowering Intelligent Business Decisions. Inspired by the 2017 merger of CASRO and MRA, all Insights Association proceeds are invested in advocacy, education and other initiatives to directly support the marketing research and analytics community. Visit www.insightsassociation.org for more information.

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