

ABOUT THE RMRF

The Regional Newspaper Research Forum was resurrected in about 1979 when Jim Penny of the now defunct Regional Newspaper Advertising Bureau (RNAB), invited a number of researchers in the regional press to a meeting. The RNAB Research Committee was formed as a result of that meeting. Before 1979, there had been various research committees representing the interests of the regional press.

When RNAB merged with the Newspaper Society, the RNAB Research Committee decided to become independent of any organisation partly in order to be in a better position to provide an independent view and partly because the Newspaper Society already had a Research Committee though its brief was quite different to that of the RNAB Research Committee. The RNRF was formed.

Meetings take place quarterly in London and at newspaper centres around the Country.

For the past 13 years, the RNRF has organised a highly successful one day Seminar, "Insight" which covers a wide range of topics relevant to the regional press particularly from the point of view of researchers. The target audience normally comprises editorial, marketing, circulation, advertising, research and promotion personnel from newspapers as well as market research agencies and others with an interest in the regional press such as consultants.

In 2008, we decided to re-brand the RNRF as RMRF – Regional Media Research Forum. With the ever increasing expansion of online into our portfolio of products, we felt that the Forum could no longer focus purely on printed media, with regional media websites very much being an integral part of the industry.

For further information on the RMRF, please contact Dianne Newman, Chair.

E-MAIL: dnewman@scotsman.com **TEL:** 0131 620 8444

In association with:





DEBATE & EVALUATE

18th May, Browns Court Rooms, London

Hear the latest industry thoughts from key players on how online audiences can be measured and how to use this to assess your ROI for ad effectiveness.

TIME	EVENT	SPEAKER
10.00am - 10.30am	Registration and Coffee	
10.30am - 11.00am	Setting the Scene In this time of unprecedented change, which strategies will succeed for Media Owners	Charles Ross , Director, Ocean Strategy
11.00am - 12.45pm	Panel Discussion A presentation by 4 key industry players on the latest developments in Online Audience Measurement	
Speakers	The Art & Science of Marketing in Digital Publishing	Matt Bragg , Head of Solutions Consulting, Adobe Systems
	Unified Digital Measurement – aligning panel and census data for total universe view of online browsing, video, mobile and tablet usage	Paul Goode , Head of Industry Relations, comScore, Europe
	Site Centric audience measurement & beyond	Guy Lipscombe , Managing Director, Survey Interactive
	What's in a number?	Ben Mein , Commercial Director, Media & Online, The Nielsen Company
12.45pm - 1.30pm	Lunch	
1.30pm - 2.00pm	The changing game: New metrics for print, online, mobile & tablets	Staffan Hulten , Vice President RAM Consulting & Insight
2.00pm - 2.30pm	Communities & Local Media in the UK 2011 A Preview of NS Research	Keith Donaldson , Head of Research & Insight, NS
2.30pm - 3.00pm	Touchpoints – A Local View	Belinda Beeftink , Associate Director, Media Research, IPA
3.00pm	Summary & Close	

BIOGRAPHIES

**DIANNE NEWMAN – HEAD OF RESEARCH, THE SCOTSMAN PUBLICATIONS LIMITED**

Dianne has over 20 years media research experience, and in her current role is responsible for research and database marketing throughout the organisation. Her career has also included some time working with both CACI and Experian, on database management and customer segmentation projects. Dianne has vast experience of developing Sales Support Programmes for Advertising, and managing strategic research studies, for both print and online. As Chair of the RMRF, Dianne is actively involved in helping to promote best practice in research to the UK's regional media industry.

**CHARLES ROSS – DIRECTOR, OCEAN STRATEGY**

Charles joined Ocean Strategy from its foundation in 2000, having previously worked in media for more than a decade and became director in 2010. During this period, Charles has worked on projects across all media sub-sectors in the UK and Internationally, as well as a wide range of strategic due diligence projects in media. Charles speaks at industry events and recently moderated the LBS Media Summit panel discussing 'E-reader impact on publisher business models' and developed a series of papers which have been presented to industry on 'Pay wall and other alternative revenue strategies for publishers'.

**MATT BRAGG – HEAD OF SOLUTIONS CONSULTING – ADOBE SYSTEMS**

Matthew Bragg heads up the Solutions Consulting Team for Adobe's Omniture Business Unit, which helps customers articulate the business requirements they have and turn them from problems into solutions. Matthew has many years experience in Web Analytics and eCommerce and was until recently the UK Country manager of the Web Analytics Association. Matthew has worked with many large clients across Europe including several well-known publishers and specialises in multi-channel "Big Data" discussions and social media.

**PAUL GOODE – HEAD OF INDUSTRY RELATIONS, COMSCORE EUROPE**

Paul is Head of Industry Relations at comScore Europe, where he is responsible for submissions to the relevant industry bodies for the next generation of media measurement. His current focus includes the unified measurement of panel and census data for both online and mobile, and the roll out of an integrated ad effectiveness offering. Paul has over fifteen years experience in the mobile and media measurement industries, including five years at Motorola working on data services and developer programmes, and three years at M:Metrics, a pioneer in mobile measurement, before it was acquired by comScore in 2008.

**GUY LIPSCOMBE – MANAGING DIRECTOR – SURVEY INTERACTIVE**

Guy is the founder and Managing Director of Survey Interactive, a full service provider of online research services tailored to the needs of brand owners, ad agencies and media sector clients. Guy previously held various commercial and marketing positions in Unilever, HP and Compaq Computer Corporation.

**BEN MEIN – COMMERCIAL DIRECTOR, MEDIA & ONLINE, THE NIELSEN COMPANY**

Ben joined Nielsen with an extensive career background in digital media within publishing and media agency businesses since 1999. He led the Digital Strategy team at News International developing strategic consumer and commercial insight across all online properties. Following a move to New York and agency-side for a large online ad network, he led many innovative partnerships with Tier 1 US online national news and finance publishers. Ben returned to the UK as a Board-level Director – his 'on the job MBA' – before joining The Nielsen Company. He leads a team responsible for the commercial and strategic development of Nielsen's Media & Online clients, with expertise in audience measurement, ad effectiveness and video.

**STAFFAN HULTEN – VICE PRESIDENT & HEAD OF RAM CONSULTING & INSIGHT**

After more than 18 years working for Synnovate, AC Nielsen and Research International, Staffan founded, together with Ola Friskopp, RAM, Research and Analysis of Media, a media research and consultancy company based in Stockholm, Sweden. RAM is a web-based survey and analysis system developed to increase the knowledge about media and their users/readers. The basic principal of RAM is to focus on the media's ability to communicate adverts, inserts, supplements and editorial content. Since the start of RAM in the spring of 2002, more than 550 web sites, newspapers and magazines - representing 320 million readers - have joined RAM.

**KEITH DONALDSON – HEAD OF RESEARCH & INSIGHT, NS**

Keith has been Head of Research & Insight at the Newspaper Society for the last 4 years. Prior to this he has held senior research positions at Saatchi & Saatchi, Financial Times, MediaVest and BBC World News. He is a full member of the Market Research Society, ex Chair of the Media Research Group and current committee member. Outside of work enjoys sport especially football, tennis and cricket.

**BELINDA BEEFTINK – ASSOCIATE DIRECTOR, MEDIA RESEARCH, IPA**

Belinda is responsible for the day to day running of the IPA TouchPoints Initiative and the implementation of TouchPoints moving forward, as well as working on all aspects of the IPA Media Research remit. Prior to joining the IPA in January 2007, Belinda was Director of Broadcast Services at Telmar Communications where she was responsible for the development of the TouchPoints analysis software. She also spent 14 years working as Client Service Director. She has also worked within the broadcast industry at one of the ITV companies and DMB&B, and over the past 15 years has regularly sat on a number of industry committees including the IPA Press Research Advisory Group, The IPA Media Appraisals committee, NRS working parties and ITV Barb committees. In addition she has been a committee member and past chairman of the MRG.