# MRS and ASC New Technology Evenings

Contributed by MRS
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MRS AND ASC UNVEIL NEWÂ  JOINT TECHNOLOGY EVENINGS

FIRST DEBATE TO CALL FOR AN END TO DIY RESEARCH SOFTWARE

MRS and ASC (Association for Survey Computing) have announced a partnership to provide joint MRS/ASC Technology Evenings â€“ events aimed at bringing together researchers and technology practitioners to challenge key industry issues.

This new initiative was a consequence of the integration of BMRA services into the MRS Company Partner Service.Â  When MRS took over the former BMRA Technology Group it opened discussions with ASC to explore ways in which the two could be more closely involved.Â  The new joint Technology Evenings are the end result of those discussions.

Designed to provide a more informal forum for MRS Company Partners, and ASC and MRS members, it is hoped that the Technology Evenings will encourage those who have not previously been involved to come along and contribute ideas.Â  The meetings will take place bi-monthly at social venues across London, with the first event on 16 January scheduled to take the form of a challenging debate entitled â€™This house deplores the rise of DIY research software that has the potential to damage the professional market research industry.â€™Â  Proposing will be Greg Smith, Head of Loyalty, Ipsos MORI and opposing will be Peter Wills, founder and CEO of Snap Surveys.Â  The debate will be followed by social networking and drinks.

ASC Council member, and founder of the former BMRA Technology Group, A J Johnson, comments: â€œThe ASC and MRS have built up a very successful relationship in recent years â€“ driven by the ASCâ€™s sponsorship of the Technology Effectiveness Award at the annual MRS Research Excellence & Effectiveness Awards.Â  This new initiative presents another opportunity for technology and research practitioners to work together to drive both industries forward, sharing new ideas and sparking debate.â€•

Debrah Harding, Deputy Director General, MRS, adds: â€œIncorporating the activities of the former BMRA Technology Group into the ASC/MRS Technology Evenings is the final plank in the integration of BMRA services into MRS, and weâ€™re delighted that we can work with the ASC to take this forwardâ€•.

Laurance Gerrard, Chairman, ASC, concludes: â€œThis is a great step forward for both the MRS and ASC â€“ as organisations dedicated to paving the future of the research industry.Â  The Technology Evenings will boost the involvement of our members â€“ providing opportunities to build relationships and benefit from shared knowledge.Â  And what better way to do this than through topical debates that will strike a chord with researchers everywhere.â€•

For more information on future ASC/MRS Technology events please go to www.asc.org.uk.