ICG Launches New Online Research Tool

Contributed by ICG
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20 March 2006 (London, UK) â€“Â An online search tool called â€˜Find A Consultantâ€™ has been launched today by the Independent Consultants Group (ICG) on www.indepconsultants.org to enable buyers of market research, and research professionals, to locate consultants in a variety of niche industries. â€˜Find A Consultantâ€™ locates members of the ICG â€“ ov 250 consultants based mostly in the United Kingdom who are experts in their fields of practice. The ICG is also holding a special luncheon session at the upcoming MRS Conference on 23rd March for people to find a consultant in person.Â

ICG Launches New Online Research Tool to Assist Finding the Perfect Consultant

ICG also offers (non-virtual) â€˜Find A Consultantâ€™ luncheon at the MRS Conference on March 23rd

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â€œFinding the perfect research consultant to implement a project is like finding a needle in a haystack,â€• explains ICG Chairman Tim Williams. â€œWeâ€™ve made it much easier for people looking for a consultant to find someone who fits their bri exactly. Our newly developed web site is a gateway to the wealth of expertise we have, combined with an easy format for specifying your requirements. The â€˜Find A Consultantâ€™ tool allows you to search our database by sector experience, methodology, technique, and by key words. Weâ€™re also available â€˜offlineâ€™ at the upcoming MRS Conference. Weâ€™r that people will look for us both on the net and, in person.â€•

Client companies, research agencies and other organizations can use the online â€˜Find A Consultantâ€™ tool free of charge to contact highly skilled and experienced research consultants.

Â Testimonials on the website for â€˜Why Use a Consultant?â€™ address the benefits of using independent researchers and ar quoted from industry colleagues Sally Ford Hutchinson, former Chair of the MRS, and clients of ICG members.

As well as being able to find a research consultant, the newly launched website offers information and news about the ICG, events listings, information for potential members on how to join the ICG and a secure members-only section. Future plans for the web siteâ€™s development include having a News section populated with case studies, survey results and other market research related information.

About the Independent Consultants Group (ICG)

The Independent Consultants Group (ICG) is a professional organization of over 250 independent market researchers and consultancies based mainly in the United Kingdom. Dubbed as the market research industryâ€™s â€˜best kept secretâ€™, ICG offers an ideal gateway to access a pool of skilled and experienced independent consultants. Buyers of market research benefit from the flexibility of commissioning independent researchers as well as from the high standards of quality and experience of ICG members. International clients also have the reassurance of knowing that the person that theyâ€™re liaising with will be the person whoâ€™ll actually be doing the research. For more information about the ICG, please see www.indepconsultants.org.

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