

Vivisum Partners

2015

Research
(R)evolutions
Consortium

BIG
DATA

Fearlessly Exploring Big Data

In 2015, Research (R)evolutions participants will [journey with us into the abyss](#) of Big Data and what its relationship is, or can be, in the context of the Market Research function. We will explore with you in one-on-one interviews how Big Data is being integrated into your organization, where you see it delivering value, and how you see its evolving relationship to the more traditional Market Research and Business Intelligence capabilities historically seen as being in our wheelhouse.

Once again, we will seek to:

- **Provoke your thinking**
- **Challenge your perspectives**
- **Encourage your innovative thinking**

We will extract from the Research (R)evolutions community some of your best thinking in terms of how Big Data represents an opportunity for you to grow as a market research professional, as well as how its availability can further strengthen the performance of your own market research team, regardless of your industry sector. We look forward to learning from and with you!



BIG DATA CONSORTIUM PARTICIPANTS WILL ENJOY...

Benefits of Consortium Participation

A Detailed Report

outlining trends, best practices and recommendations

Provocative Thinking

to stimulate internal dialogue with your colleagues in real time

12 Months of Exclusive Access

to consortium learnings on the Vivisum Partners website

For only 30 minutes of your time, you'll learn what your peers are doing to increase the value of research in their organizations.

Participation in the 'Big Data' consortium is **free**; participants are simply asked to share their perspective in a brief 30-minute interview and contribute to building a dynamic consortium community.

What is Research (R)evolutions?

Research (R)evolutions is a knowledge sharing community of market research professionals facilitated by Vivisum Partners. The goal of this community is to identify, share and improve upon best practices that enable participants to increase the value of market research within their organizations, and to grow in their professional careers.



Success Drivers

Identifying the practices, processes and tools that enable organizations to increase the value of market research



Innovation

Understanding the innovative research methods that enable research professionals to advance in their careers



Future Vision

Identifying future trends and establishing a vision for how market research organizations should prepare for that future

To learn more, register, or to read previous Research (R)evolutions publications, visit our website at VivisumPartners.com

