



Great Reasons to Join EPHMRA

There's no better time to join our Community where you can benefit from curated Services and Forums.



Ethics & Standards



Community



Continuous Learning

At a Glance - our members **top 10 reasons** as to why you should Join Us

- 1 It is important to support industry organisations like EPHMRA to **ensure industry standards remain high and up-to-date**
- 2 Ensure there is a **unified voice for the industry** in an evolving regulatory environment (e.g., GDPR, AI, etc.)
- 3 **Many organizations reference EPHMRA / industry guidelines** (e.g., Code of Conduct) for developing SOPs, internal processes, and qualifying vendors. Your company may already reference these standards without you realizing it (e.g., vendor qualification requirements)
- 4 EPHMRA guidelines and standards can be **invaluable references when navigating challenging discussions** with stakeholders regarding acceptable and ethical market research practices
- 5 You can tap into a **large community-of-practice**. For instance, you can ask a challenging question you are facing and get feedback from several members
- 6 **Yearly conference** to hear great presentations and meet colleagues from across the industry
- 7 **Regional meetings**
- 8 **Webinars** and other trainings on key and timely topics
- 9 Access to a **large library** of past presentations and webinars
- 10 You can help **shape the future** of the industry.