

The newsletter for our worldwide community of market researchers

CHAIRMAN'S REPORT

TONY DENT



Hi everyone,

Welcome to the first Synergie of 2015. This unique edition commemorates the many years of service that Richard Chilton provided AIMRI and, indeed, his contribution to the research industry as a whole. It does so in two ways:

- Firstly, by reproducing various tributes to Richard; in particular two major commemorative articles and a compendium of quotations from emails and letters received by the AIMRI office and by Ann, Richard's widow.
- Secondly, the articles covering AIMRI's recent and future events all serve to illustrate the vibrancy of our organisation, providing a further tribute to Richard's efforts and the legacy he has left us.

That legacy includes

AIMRI villages, a remarkable innovation introduced by Richard

some years ago, for members to display their wares at Industry events and increase the return on the investment of their membership. This edition contains a review of all the forthcoming villages and you should book now if you want to take advantage of these opportunities, particularly for ESOMAR. Other important articles include the report of last October's successful conference in Munich and the call for contributions to the forthcoming annual conference in New York. The theme for the latter is nothing less than **The Future of International Research** and if your company has anything to say about that future then this is a must conference for you!

A number of member companies, including my own, also attended the inaugural Quirk's event, held in Brooklyn as recently as February and four members have provided brief reviews of that event. It appears very likely that this will become an annual fixture in the research calendar and one that members should take note of – after all there is more International Commercial Research commissioned from the New York area than any other location on earth - a fact that has also led to the decision to hold our June conference in New York city.

Naturally, whilst manning my stand, I mentioned AIMRI to a number of people and once or twice it was my sad duty to inform some individuals of Richard's death. One of the resultant conversations really resonated with me, as the lady said that, to her (American) mind, Richard had typified her image of **a true English Gentleman**.

This observation, from a person who had met Richard just once (and then briefly), is echoed in many of the messages of condolence received by AIMRI and by Ann, as reproduced in this magazine.

These messages have, of course, come from far and wide, from distinguished professors to humble research assistants and more than one person commented that it was a privilege to have known Richard.

AIMRI has a lot to be grateful for.

Tony.

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CONFERENCE CALENDAR

Title	Date	Location
Printemps des Etudes	Apr 16/17	Paris
Insight Show	Apr 29/30	London
Annual General Meeting	Jun 25/26	New York
ESOMAR	Sept 27-29	Dublin
Research & Results	Oct 28/29	Munich
AIMRI Conference	Oct 30	Munich

MEMORIAL EDITION

This larger edition is in memorandum of

Richard Chilton
1931-2014

Director General AIMRI.

For memories and tributes to Richard please see pages 9-12...



MUNICH CONFERENCE REPORT

24 OCTOBER 2014

Munich by night



For its autumn 2014 conference, AIMRI piggybacked onto the highly-successful Research & Results show, a decision which – coupled with an exciting theme and excellent papers – undoubtedly helped to boost attendance by old, new and prospective members alike. The conference venue was the Platzl Hotel, right in heart of Munich's beautiful old city, while the evening Gala Dinner was held at a true Bavarian restaurant, "Wirtshaus am Bavariapark", near the grounds of the city's famous Beer Festival.

The conference theme was "What's bothering you?" – challenges and difficulties faced by market researchers. Dieter Korczak of GP-Forschungsgruppe kicked off by talking about the "VUCA World" and its relevance to market researchers' daily work. VUCA? The term was invented by the US Army and stands for "Volatility, Uncertainty, Complexity, Ambiguity" – a fair description of the vagaries of today's world.

Dieter talked about changes and challenges affecting market research, such as the rise of 'Big Data', the growth of DIY research, the constant demand for (often illusory) innovation, and problems of tight budgets, time constraints, low response rates, etc. In his view, pressures on the industry are leading to a decline in rigour, less concern with issues like representativeness and more superficial chart presentations rather than scientific analysis. His conclusion: market research must move back from infotainment to a theory of life.

Dieter was followed by Elena Perrouin (TopTrans Translation Services) and Bernhard Witt (Knowledge Navigators) on "Navigating the global tightrope – why clients are frustrated by the complexities of global research". They presented a new survey translation management system designed to offer a solution to dealing with the questionnaire translation process in multi-country surveys. The translation management system must keep track of version changes and revisions, and also anticipate the likelihood that the client will keep introducing changes, perhaps even after the survey has gone into field.

Gordon Adams, from Alternative Futures Research, then spoke on "Alternative Perspectives on an Industry". Based on a long career in market research from all three perspectives, he asked what upsets agencies, annoys clients and frustrates consultants? What upsets agencies? Clients who break promises; long and complicated tendering processes; clients who impose impossible conditions, don't pay on time, don't reply or communicate. What annoys clients? Agencies who can't run projects on schedule and budget, who don't keep promises, presentations lacking insight, agencies who don't understand marketing, and agencies who don't check their work and deliver data full of errors. And what frustrates consultants? From his current role as an MR consultant, Gordon mentioned clients and agencies who don't understand or respect each other, agencies who don't seek feedback or research themselves, worthless research, and piecemeal rather than holistic approaches.

Gordon's paper was followed by a lively discussion on whether MR agencies should also give marketing recommendations. A good client/agency relationship depends on clients educating the agencies about their internal situation and needs so that agencies can become good consultants. It was commented that it may be better to have fewer clients but really be able to understand and serve them well.

Agnieszka Gornicka, from Inquiry Market Research, rounded off the morning session with a talk on research in Central and Eastern Europe. She pointed out that most projects in Eastern Europe come from western clients, but these often don't want to listen to or take advice from their Eastern European partner. There is a lack of understanding of Eastern Europe in the west and a picture based on stereotypes – which she illustrated with a brilliant chart.

She then described some current perceptions and attitudes among consumers in Eastern Europe. For example, desires do not always match reality. After the break-up of the Soviet bloc, people were able to travel and tended to build up high lifestyle expectations which cannot be fulfilled. Research in Eastern Europe

must take account of situations very different from those in the west, for example poor infrastructure and a multiplicity of languages. Questions may produce unexpected answers. The challenge, Agnieszka said, is how to explain these things to the client...!

After lunch, Ruth Stanat (SIS International) opened the afternoon session with an entertaining presentation about Cash Flow Management. "It's all about money!", she said. She highlighted the challenges faced by market research agencies in managing cash flow and getting paid. Agencies working internationally need to be able to manage cash in different time zones and currencies. She spoke of the 'cash flow cycle': Sell the Project → Project Expenses → Produce the Results → Collect Client Funds...

Ruth emphasised the need for a detailed purchase order clearly stating the project specifications, prices and terms of payment. It is important to stay in contact with the client in order to avoid surprises and misunderstandings. She advised agencies to develop a cash management system, a cash flow chart showing expected incoming and outgoing funds, and keep track of payables. She concluded that the more time you invest in cash management, the more cash you will receive in a timely manner.

A most welcome guest at AIMRI's conference, Esomar's Government Affairs Manager Kim Leonard Smouter spoke on "Big Data – How to keep legal headaches away". He outlined current trends observed by the Esomar legal team, growing public concern about data protection and privacy, and stronger government regulation and enforcement. A change that has taken place is that regulators in different jurisdictions are now talking to each other, with a greater willingness for cross-border action and coordination aimed at ensuring industry compliance.

Europe's data protection model is becoming the global gold standard, Kim said. Data transferred out of Europe is required to have the same level of protection as within Europe. The EU is working towards new data protection

laws that 'not only bark but bite!' Clients and agencies are increasingly being held accountable for the providence and use of the data chain, and data protection is increasingly regulated not only by codes of conduct but also by law.

Kim pointed out that the principles on which EU legislation is based have remained unchanged since the 1980s and are not always compatible with today's world of Big Data – for example, the requirement that the collection of personal data must be limited to only what is needed, only used for a specific purpose, etc. MR's claim to be scientific research can lead to its being exempted from some legal data protection principles. But the new EU data protection law will apply equally to all EU member states, so that Germany will no longer be a special case as in the past.

Kim's advice to MR practitioners is to scrutinise their own data protection and security systems to ensure compliance with EU rules, for example check consent forms to ensure that they are getting the right level of informed consent. They should put security and control procedures in place, e.g. to ensure that correct procedures are followed when transferring data, password-protect sensitive emails, and delete data when no longer needed. Agencies should have a privacy policy – and think about how it is communicated.

In a new innovation at this conference, the final session was devoted to a New Member Spotlight. The new AIMRI member on this occasion was Ukrainian Marketing Group (UMG), one of the leading market research agencies in Ukraine. Nataliya Klymenko, its Qualitative Research Director, attended the conference to give an introduction to her company and to the country itself. UMG works not only in Ukraine but also in all the ex-Soviet countries. She said that a result of the political crisis and conflict in Ukraine has been a big boom in social research by NGOs, etc. FMCG companies by contrast are adopting a wait-and-see approach.



John Attfield
Attfield Dykstra & Partners
Germany



AIMRI VILLAGES

One of Richard Chilton's legacies has been the adoption of AIMRI villages within major international research events and the articles below provide two key examples – the **Insight Show** (which this year has moved from later in June to April 29th and 30th), and **Research and Results**, which retains its traditional October dates.

These villages add value to those members who take advantage of them, because of the increased traffic provided by association with other members exhibiting, and we are therefore keen to extend them to other shows. Accordingly we have reserved a small 'village' represented by a cluster of six 'info points' at this year's **ESOMAR Congress** each costing just €3,250. Congress is in Dublin this year from 27th to 30th September – so book now to avoid disappointment!

We are also looking into the possibility of having a village at **Printemps des Etudes** in Paris next year. This year's

dates for that show are 16th and 17th April – it's well worth a visit if you've time.

Finally, we are discussing the possibility of an AIMRI village at next year's Quirk's event, with an associated special session on International Research, which should be of major interest to members. Dates for next year are not yet determined, but the expectation is that it will be in February and again, in Brooklyn, New York. For a flavour of how successful this year's event was see the reviews provided by four AIMRI members who exhibited at this year's show.

AIMRI PLANS NEW WEBINAR SERIES



John Attfield
Attfield Dykstra & Partners
Germany

Starting in Spring 2015, AIMRI is planning to launch a regular series of webinars as an additional service for its members. Each webinar will present a paper on a key topic of current interest to market researchers, focusing primarily on international themes.

Attendance will be free of charge for AIMRI members as well as for non-members who are invited to attend by an AIMRI member (e.g. clients, business partners). A small attendance fee may be levied on other non-members wishing to attend.

Webinars are an ideal vehicle for communication among our widely-distributed membership. AIMRI has members in more than 30 countries around the world, making face-to-face meetings difficult and expensive.

Webinars will make it possible to bring interesting content to all our members on a regular basis, directly to their computer screen, with the opportunity to discuss and communicate with fellow members through the webinar's chat forum.

The first webinar topics and the launch date will be announced through Synergie, by email and through the AIMRI members' e-group (aimrimembers@yahoo.co.uk). Watch this space!

If you have any comments or suggestions about our webinar plans, or if you would like to offer a paper for presentation, please contact our webinar coordinator, John Attfield:
jattfield@a-d-p.net.

A number of AIMRI members attended the very first 'Quirk's event' held in Brooklyn, New York City on 23rd and 24th February. Four of those member companies have provided Synergie with their observations on the event which appears to have been successful!

REVIEWS OF THE INAUGURAL QUIRK'S EVENT



Thomas George **D'Well Research**

For D'Well the risky decision to travel from India to New York solely for this event was not a mistake, despite the cold weather in NYC! The show gave us a good platform of leads for the coming year.

The show was designed in a similar fashion to Research & Results in Munich, where one can attend workshops, tours etc. Although the show attracted more researchers than end clients we managed to get many visitors to our stand.

Leslie Townsend **Kinesis Technologies**

Quirk's held its first-ever event in the middle of a daunting February in Brooklyn, NY – not in Manhattan, which is more customary for New York events. In a year that looks like it will be even more overcrowded with research events than last year and only two weeks away from ARF, this event was a spectacular success! Quirk's had to cap the number of attendees several weeks before the conference, and booths were also sold out months in advance. Because the event was much larger than most held in the US (approximately 1,000 attendees), it came with a high level of energy. Many exhibitors

said that it was the best conference they'd been to in many years, with continual booth traffic – and some said the best conference they had ever attended. With concurrent educational tracks, many online demos including LRW's latest virtual reality experience, and low admission price, end clients were in abundance from many global/international brands. For a first-time event, Quirk's outdid the majority of the more experienced conference providers in our industry.

David Homer **Rosetta Studio**

We exhibited our Rosetta Studio report automation software at the Quirk's event. Even though this was their first time putting on this show I feel that Quirk's did a great job of getting traffic to the exhibits. The exhibit halls were well laid out with delegates having to pass through them to get to the seminars (similar to Research & Results). The shorter length of the seminars meant that there were plenty of trade show breaks. It was also a good idea to distribute food stations throughout the hall rather than having everything at one or two locations.

There were some minor negatives but I'm sure they will be corrected for the next time Quirk's puts on the show. The negatives

were that there wasn't enough food put out and the wireless internet was at times very slow. Also the contractor managing the show really gouged the exhibitors for their services/furniture rentals!

Joyce Rachelson **Sample Answers**

The inaugural Quirk's event was an outstanding example of how all conferences should be run. Informative, 30 minute presentation sessions interspersed with 15 minute breaks in the exhibit area. Keeps the attention span for the presenters and makes the exhibitors happy with all of the traffic.

Nearly all of the sessions were held in rooms off of the exhibit area. No excuses for not visiting the booths. The 'tours' of the exhibition area was a genius idea. A few minutes spent touring booths grouped together by genre made sure that the attendees got to see what interested them.

Only one negative was the food situation. The 'Grab & Go' concept left a few too many wondering where the food had gone!

If you've attended an event recently – why not send a review to Synergie to inform other members?



AIMRI AT INSIGHT 2015

Open for registration now, Insight'15 delivers new ways to truly understand customer behaviour and optimise the impact of marketing strategy. Back as a stand-alone event for 2015, the specialist show is keeping its reputation as the place to gather the latest advances of skills and knowledge in Market Research.

office. Whether you are looking to learn from your peer groups, network with the industry, source new suppliers, or just catch up with old colleagues, Insight'15 will be the place to be and I look forward to welcoming you to the event."

Insight '15 takes place at London's Olympia Central on 29th and 30th April 2015. It is a show tailored to fit with the needs of its professional marketing and insight audience. This year's show combines a full range of exhibitors demonstrating the most up to date evolution of tools and techniques as well as interactive presentations from the most successful brands.

Insight'15's conference programmes have been designed to address the burning questions within market research, from how to measure the right metrics; to developing a culture of insight-led decision making; or how best to optimise in-house and outsourced resources. Hear from some of the largest consumer brands including Mazda, Unilever, Eon, Heineken, BBC, British Gas, Tesco, Samsung, Shop Direct, Silver Spoon, Barclaycard, eBay with many more to follow.

"Back due to popular demand, Insight 15 is the reincarnation of the Insight show – the largest event in the UK for the market research and Insight industries. We have a new venue, new dates and a new brand identity so I am very excited about the event and its evolution," comments David Mallett, Event Manager, Insight'15. "If you are a market research professional, it will be an incredibly valuable day out of the

AIMRI MEMBERS can reserve their stand in the AIMRI VILLAGE at INSIGHT 2015 via David Mallett, Event Manager
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Insights Arabia is the brainchild of market researchers who are convinced that sound business decisions can only be made if they are backed by adequate and relevant market insights.

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KINESIS

Kinesis Survey Technologies was founded in June 2003 in Austin, Texas.

Kinesis was the first company to capitalize upon the potential for mobile devices in market research. Beginning with cameraphone ethnographies, the company pioneered a variety of solutions where the power of mobile devices provided tangible benefits to the market research industry. Recognizing that survey respondents have increasingly more options for accessing the web, Kinesis developed the world's first market research product suite that supported respondents across a wide variety of computer and mobile devices. Kinesis continues to deliver solutions utilizing cutting-edge technologies that are needed to deliver dynamic research projects and engage target respondents.

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4ps is AIMRI's newest member and an overview of their company will follow in the next edition of Synergie.

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NEW MEMBERS



INAUGURAL AIMRI ANNUAL CONFERENCE NEW YORK 25 - 26 JUNE 2015

The Future of International Research

AIMRI council recently approved establishing an Annual Conference to be held in the second half of June and to include the Annual General Meeting of the Alliance. So the first such conference will be held at the TKP Conference Centre at 109, West 39th Street, in the very heart of down town Manhattan.

Choosing cosmopolitan New York City for this important conference emphasises AIMRI's growing membership beyond Europe, whilst recognising the East Coast of the USA as a primary centre for commissioning International research projects. There can be no more appropriate location to consider the future of our profession and our Alliance.

Attendance at conference is keenly priced at \$300 for members and \$325 for non-members. Prices in other currencies are £215 or €285.

Additional tickets purchased by the same company (whether members or not) cost just \$180 (£120 or €160) so please invite your colleagues and clients!

Please go to www.aimri.net to book your place or to download the call for synopses.

Please note that speakers pay the reduced fee of \$180 (£120 or €160).

Local accommodation is readily available, as there are a number of hotels close to the conference centre.

We are presently negotiating a block booking to reduce the costs of those attending the conference. Further details will shortly be available on the AIMRI website.

Downtown New York



Richard Chilton was closely associated with Market Research from the early 1970s, when he was Research Manager of Rank Screen Advertising, and therefore a specialist in cinema research. At that time, the cinema advertising industry was very active, with representatives of Rank, Pearl & Dean and others joining together to form the Cinema Advertising Association, a trade body that oversaw many aspects of cinema advertising - monitoring audience numbers, advertising quality and cinema audience research standards.

In time, as video extended its influence, the cinema research activities extended to other forms of visual media, and the aptly named CAVIAR was born! CAVIAR being an acronym for the Cinema and Video Industry Audience Research, now sadly defunct! Naturally, Richard was at the fulcrum of this activity: organising meetings, co-ordinating research briefs and arranging publicity with insight and efficiency.

In the early 1980's, it seemed that research buyers were increasingly influenced by the public relations activities of AMSO (the Association of Market Survey Organisations) to the detriment of smaller entrepreneurial enterprises. AMSO had strict, indeed exclusive, rules on membership and thus 'covered' just the 20 largest UK suppliers, providing a fairly dominant 'rich man's club'. A group of smaller companies therefore perceived the need for greater co-operation between companies as a whole, and they therefore formed the Association of British Market Research Companies (ABMRC). Membership of this association grew rapidly and in 1986 Richard

was appointed as Administrator and Secretary. Drawing on the experience he had gained with CAVIAR, Richard helped ABMRC to develop its services which eventually included educational courses, a Code of Business Practice and an Interviewer Card Scheme suitable for freelance interviewers working for smaller companies, this all in addition to the usual newsletter and regular meetings and conferences. As a result ABMRC's membership grew and it became more influential in the Research world. Eventually (actually, 1997) AMSO and ABMRC merged to form BMRA, acronym for the British Market Research Association but, by then, Richard had moved on.

By 1990, market research was becoming increasingly international and once again, smaller companies were finding it difficult to compete against the large international brands emerging at that time. The message was clear, there was a need for an international extension of ABMRC and Richard was invaluable in helping to form the Association of European Marketing Research Institutes (AEMRI). Later the name was changed from European to International and once again Richard Chilton was the constant factor in AIMRI's growth and evolution. It is astonishing to realise that AIMRI is now in its 24th year and that Richard had been there since the very start; co-ordinating conferences throughout Europe and in America, editing Synergie magazine, liaising with the membership and handling the accounts. AIMRI has been a guardian of quality and integrity in international research and this has been much influenced by the high standards set by Richard personally.

MEMORIES OF RICHARD FROM CARRICK JAMES, COUNCIL MEMBER OF AIMRI



Continued on page 10 ...



MEMORIES OF RICHARD

FROM CARRICK JAMES,
COUNCIL MEMBER OF
AIMRI

...continued from page 9.

In short, Richard made a truly unique contribution to our industry firstly with ABMRC and then with AIMRI. His calm equanimity and determination to get things done created a gentle persuasion of speakers and authors to ensure the success of many activities. Meanwhile, maintaining control of the finances and liaising with other Market Research organisations - always with an unerring sense of what is right and professional.

Throughout these years Richard had been helped and supported by his wife Ann and many of us have happy memories of her presence at AIMRI conferences.

Many members and business associates provided letters of condolence to AIMRI and we quote from some of these below to emphasise (in Carrick's words) *"what we shall miss"*:

"AIMRI is deeply indebted to Richard for all his hard work from the beginning."

"What an immense contribution he has made."

"He was a great guy – always kind and gentle and very helpful, a very sad loss."

"It was truly an honour and a pleasure to have known and worked with Richard. A charming and kind man with a gentle spirit - he will be sadly missed."

"Shock that this great gentleman has passed away."

"I have loved his wisdom and humour and care for what is right."

"He was a true gent."

"A kind and considerate man with a finely tuned sense of humour."

"He was a great colleague and leader of AIMRI for many years. We will miss him deeply."

"I was honoured to know Richard, he will be sorely missed."

"I have known, worked with and admired Richard since the 1970's, and have loved his wisdom and humour and care for what is right."

"I have fond memories of chats with Richard at various events and he was always so kind and welcoming."

Our thanks are also due to Ann for sharing some of her private correspondence with us - many members will also echo these personal observations:

"Richard must be the only person I have ever met who never seem to lose his temper, although on one occasion when things at an AIMRI event had gone badly wrong Richard did confide in me that he was really "quite cross" with the person responsible."

"The Knight's Tale (loved chivalry, truth, honour, freedom and all courtesy) summed up so perfectly all that reminds us of Richard – kind, chivalrous, gentle, gracious – only

falling to mention the twinkle in his eye and how handsome he was!"

"He was always courteous, kind, constructive and quietly witty (although I don't think the latter characteristic was one the knight shared.) He was unobtrusively clever and I was amazed at his deep understanding of statistics and how lightly he carried his knowledge."

"He was a very special person with his welcoming smile, wonderful sense of humour, interesting conversation and general benevolence that always left us feeling happy and optimistic after we had been together."

"His smooth voice, movie star looks and wry smile I will always remember."

"Always in a good mood, relaxed and ready to see the funny side of things."

"The most handsome and dapper of men, the most reliable and trustworthy, a thoroughly honourable and decent man – a real rock and they don't come like that very often!"

"Richard was an exceptional man. We shall always remember his sense of fun, his integrity and kindness. He was someone who enriched the world and lives of those fortunate enough to know him."

"He was, without doubt, one of the most honest, kindest, nicest and thoroughly decent of men, utterly reliable and a perfect gentleman."

"He was among the very kindest, gentlest and quietest of all the men I have known, and it was always a delight to be in his company. But he had great determination, firmness

and strength of purpose, with a most able mind and a great ability to see things through and get things done."

"Such a humble man in his ways, never pushing himself forward, always more interested in other people than himself, and always so beautifully mannered. An honourable man. He was the epitome of what the best of Englishmen should be, and seldom are."

"I am so grateful for the privilege of knowing Richard."

TRIBUTES IN MEMORANDUM TO GUIDE DOGS FOR THE BLIND



Donations were generously given to Richard Chilton's chosen charity - Its not too late to give. Donations handled by: **Ernest Larner & Son, 246 Upper Richmond Road, Putney, London SW15 6TG. Telephone 02087882942.**

AN OUTSTANDING CONTRIBUTION



The following companies are pleased to acknowledge the outstanding contribution Richard Chilton made to Market Research and to AIMRI in particular:

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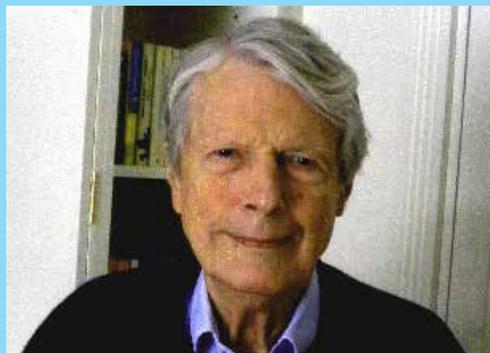


IN MEMORANDUM

Richard Chilton

1931-2014

Director General AIMRI



Richard Chilton, joint Founder and Company Secretary for AIMRI, sadly passed away on Tuesday, 4th November 2014. The following is a eulogy read by Charles Bishop, Richard's Nephew, at his memorial service which was held at St Margaret's Church, Putney on Thursday, 20th November 2014.

Richard was the middle child of Maurice and Margaret Chilton. His older sister, Liz, died some fifteen years ago and his younger sister, Jane, my mother, is sadly not able to be here today.

During the war the Chiltons were joined by the Sinclair cousins in Bude, away from the bombs. The Chiltons had a very fierce nanny, so strict and terrifying was she, that she caused the Sinclair's nanny to get the giggles; this produced more sternness, which in turn produced more giggles. All egged on, of course, by the cousins.

Richard went to Brambletye School, then Winchester and graduated from Magdalene College Oxford, having read PPE.

It was during his entrance interview to Winchester that he demonstrated his quick wit and impish humour. Asked to recite from memory a poem the only thing Richard could think of was "Twinkle, twinkle little star, how I wonder what you are". The fact that he recited all seven verses persuaded the interviewers there was a keen brain behind the grin.

Richard met Ann in 1961, at the Red Hat Ball held at Grosvenor House. Ann had spied him previously and arranged for him to be seated at her table. She won first prize in the raffle but Richard would not allow her to keep it because she was on the organizing committee. Despite this initial set-back, so began a long and loving partnership. They complimented each other in every possible way and really were a team.

He was not shy, however, of pointing out the relative merits of a Winchester education compared to Downe House. We have just heard the "A Knight there was" from the Prologue to "The Canterbury Tales",

beautifully read I must say in the intelligible modern English version. Richard asked Ann once if she knew any Chaucer. "Yes" replied Ann, "I spent three months learning a Nun's Priest's Tale", "Oh did you, really?" came the reply "we buffed it up overnight before the exam!"

Richard's work life began with what is now Ogilvy Mather. He worked on the Batchelor peas account. He then moved to ICL and along with a colleague wrote what is considered to be the definitive school timetable program. In the 1970's he took up a market research role at Rank as a specialist in cinema advertising. In the early 1980's market research was in danger of becoming dominated by larger companies who would squeeze out smaller enterprises. A group of smaller companies perceived the need for greater cooperation between companies as a whole and formed the Association of British Market Research Companies. This grew rapidly and in 1986 Richard was appointed as Administrator and Secretary. Richard developed its services with regular meetings and conferences, educational courses, newsletters, a Code of Business Practice and much more. In 1990 market research was becoming increasingly international. Richard set up first the European arm to the association and then in the same year the international arm, which became AIMRI - The Alliance of International Market Research Institutes where he continued to work as Company Secretary.

Richard was always on hand for Ann, always there and always supporting her in her various roles including particularly at the English Speaking Union. Recently the Duke of Edinburgh presented awards at the annual ESU Awards Ceremony. Whilst being introduced to the line-up of various ESU worthies, including Ann,

the Duke spotted Richard slightly hanging back. He marched up and fixed Richard with his gimlet eye and asked, "Who are you?" "I am Dennis Thatcher," replied Richard. After a slight pause and a smile of recognition the Duke said, "join the club!"

No words about Richard would be complete without mentioning gardening. He was a passionate gardener. Ann and he opened their garden in Perrymead Street to the public for fifteen years as part of the National Gardens Scheme. They often won prizes and their garden was mentioned in several books about small patio gardens. I was often embarrassed about my almost total lack of knowledge of what is in my garden on the occasions Richard and I would perambulate after a Christmas lunch or so. My silence wouldn't stop him asking me "what is this plant?" or "how do you prune that?" although he always knew the answer anyway!

Thinking of Perrymead Street, there are not many men in this world who would willingly and graciously move in with the mother-in-law. Mrs. Gough, Ann's mother, was a delightful woman but it is a credit to all three in the party that it lasted without incident for as long as it did.

Another passion in Richard's life was croquet but I will let Richard Hoskyns talk about that. I want to finish by reading a few excerpts from letters of condolence, which Ann has received over the last few days. I think they speak for themselves and capture the spirit and character of Uncle Richard.

"Richard was such a humble man in many ways, never pushing himself forward, always more interested in other people than himself and always so beautifully mannered. An honourable man. The Epitome of what the best of Englishmen should be."

Another letter had it as

"Richard was one of the best. He was a wonderful man, liked and respected by all of us who knew him well. He was without doubt one of the most honest, kind, wise, and thoroughly decent of men, utterly reliable and a perfect gentleman."

Finally,

"Richard was among the very kindest, gentlest and quietest of all the men I have known and it was always a delight to be in his company. But he had a great determination, firmness and strength of purpose with a most able mind and a great ability to see things through and get things done. I remember so much about him, most of all perhaps his unfailing kindness and concern for others, his voice and his quiet laugh."