

Welcome to

discover

the benefits of membership



15th Oct 2024

Hello, we're AURA

An events and networking organisation exclusively for clientside researchers

Volunteer led and with almost 900 members from teams large and small across the country

United in a desire to enhance the impact of research & insight within our organisations

Members value it so much we're here today to tell you why!



We're run by clientside researchers for clientside researchers

- Relevant, high quality content
- Sales pitch free
- Volunteer leadership means costs are kept low and value for money high

"The webinars
are always
relevant and
capture the
latest trends"





Our stories... Nicola



- Team development, not just learning from me
- Spark new ideas
- Award: team boost and further credibility

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A friendly, inclusive, knowledge-sharing network

“What I love about AURA is meeting up with people doing a similar job to me, whether in a similar sector or not, who help me think a bit outside the box”



Teams of 1 to 20+
from all across the
UK



Wide range of industry
sectors, from NFPs to
FTSE100 with everything
in between



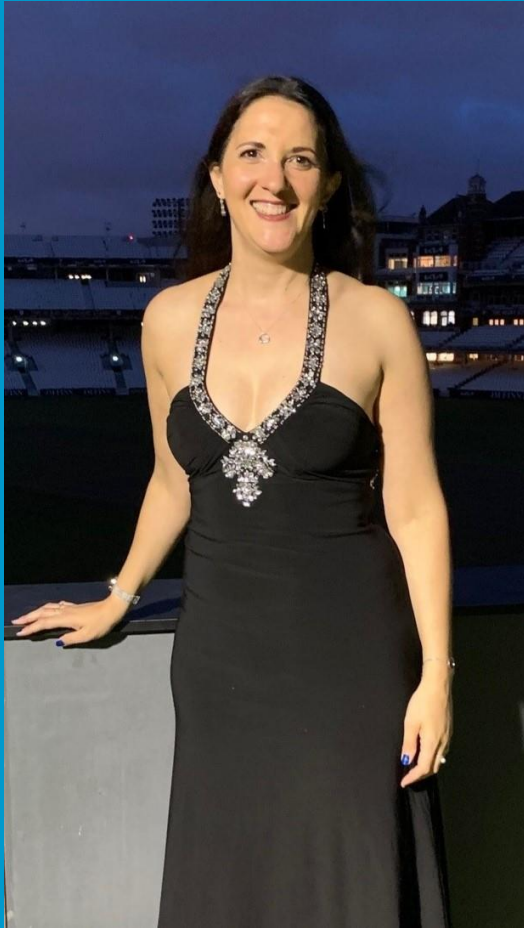
Extending your
virtual team to
almost 900

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“Having moved from a global agency to a very small clientside research team I feel at times like my research horizons have shrunk. AURA helps me step out of my 1 brand bubble and expand my thinking - via people, agencies, ideas, the forum, conversations, advice. I value it enormously and love the fact that there is a community of us all willing to share, encourage and promote the very best of what we do”

Our stories... Astrid



- My team was already a member so it was a no-brainer
- AURA has given me the chance to meet fantastic people
- Events of great quality, there is always something to take onboard whether face to face or online

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Quality events and awards money can't buy. Literally.

You can't pay to speak at an AURA event

Agencies can't enter themselves for a coveted AURA Award



THE 'DOUBLE HELIX' EFFECT: SHISEIDO CASE STUDY

ONLINE EVENT
4TH SEPTEMBER 2024
9AM-9.45AM

AURA INSPIRING INSIGHT

plug in
to persuasion

AURAs 2024 Agency of the year
AURAs 2024 Trusted partner
AURAs 2024 Storytelling

ONLINE EVENT
21st AUGUST 2024
9am - 11am

KOKORO

EVERYTHING YOU EVER WANTED TO KNOW ABOUT
BRAND TRACKING
BUT WERE AFRAID TO ASK

THE RAF CLUB, LONDON
17th SEPTEMBER 2024
10AM - 4PM

AURA'S INNOVATION OF THE YEAR 2024
THE LIVE FINAL

5TH JUNE 2024
0900HRS
ONLINE

SPONSORED BY
WATCH ME THINK

THE
AURAs
2024

The Six Core Principles of AURA's Working Well Together Charter

- 1** When we ask you for a proposal, we'll respect your time
- 2** When we work with you we'll commit to open and honest conversations at all times
- 3** We'll leave you to do your best work by managing our side of things well
- 4** We'll treat you as an extended part of our team
- 5** We'll respect your right to disconnect
- 6** We'll commit to proper feedback

Sample of 2024 Events



The Research Club Summer Party

FREE for AURA members! Join The Research Club for networking, panel discussion and an unforgettable Summer Party

📅 1 Aug 2024 3:30pm 🔒 Members only



The AURAs 2024

The finalists have been announced! Join us at the Kia Oval in London for the 2024 AURAs Awards Dinner where the winners will be revealed

📅 25 Jul 2024 5:30pm



Insight Impact Award 2024: The Final

Join us at The RAF Club in London to watch the shortlisted finalists to AURA's Insight Impact Award battle it out for this coveted crown

📅 26 Jun 2024 10:00am 🔒 Members only



AURA's Innovation of the Year 2024: The Final

Join us to watch the shortlisted finalists present their submissions for this year's AURA Innovation of the Year Award

📅 5 Jun 2024 9:00am 🔒 Members only



Unlocking Customer Loyalty

Join Boxclever on a journey into the wonderful world of loyalty schemes

📅 22 May 2024 9:00am 🔒 Members only



Drinks with AURA & Verve at Quirks

A chance to catch up with your fellow AURA members over drinks, kindly supplied by our friends at Verve. Venue: The Intercontinental Clipper Bar

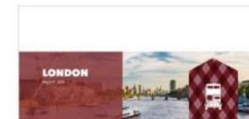
📅 8 May 2024 4:30pm 🔒 Members only



Quirks London 2024

Get your free tickets to Quirks here

📅 8 May 2024 10:00am 🔒 Members only



2024 Events Coming up

Events are at the heart of AURA membership and we run a blend of over 20 face to face and online events each year

Ticketing for seminars is handled by Eventbrite. Webinar sign ups go via the Zoom platform. Use the link to reserve and manage your place.

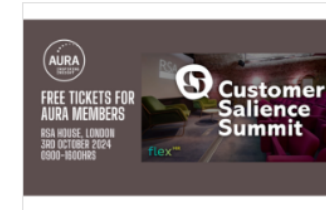
Not an AURA member? Our webinars are free to non-members. If you'd like to come along to one of our seminars you can request a free place [via this link](#)

Decks from previous seminars can be found in the Knowledge section

FlexMR Customer Salience Summit

Join an expert line-up to discuss how insight teams can build cultures of customer-centric decision making that drive long-term business value

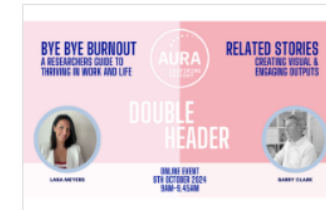
📅 3 Oct 2024 9:00am



Double Header: Lara Meyer, Bye Bye Burnout and Barry Clark, Creating Visual & Engaging Outputs

Two very knowledgeable speakers, two very different topics!

📅 9 Oct 2024 9:00am 🔒 Members only



Discover AURA

Are you a clientside researcher considering AURA membership? Come along to hear about the benefits of membership and meet some of our members.

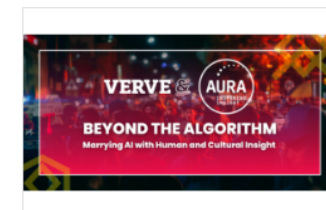
📅 15 Oct 2024 9:00am



Verve & AURA: Beyond the Algorithm

Don't let AI leave you behind. Come along to discover how to harness its power without losing the human touch that keeps insights real

📅 23 Oct 2024 12:00pm 🔒 Members only



Our stories... Bogdan



- **Access to Aura's knowledge hub**
- **Unbiased feedback on agencies and methodologies**
- **Ask any questions on the forum**

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Learn. Share. Be inspired. Think differently.

Knowledge
Your library of the latest presentations, reports and thought pieces from members and industry experts

Members only

Categories

- 2017 events
- 2018 events
- 2019 events
- 2020 events
- 2021 events
- 2022 events
- 2023 events
- 2024 events
- 5 Questions in 5 Minutes
- Ad testing and comms development
- Advanced quantitative techniques
- Agile approaches
- AI related topics
- Automation
- Award Winners
- B2B
- Behavioural science

Search our most recent events or use the categories list to find relevant content. Looking for something from before 2017? Drop us a line at marketing@aura.org.uk and we'll search our archives!

Search...

In the Right Ballpark: Nicola Stevens, Close Brothers and Dan Young, Shed Research
25 Sep 2024 Members only

Brand Tracking: Everything you wanted to know but were afraid to ask
17 Sep 2024 Members only

Lucid The 'Double Helix' Effect Shiseido Case Study
4 Sep 2024 Members only

Member Forum
Members only

AURA Member Forum

All Categories Latest New Top (All Time) Categories

Topic	Category	Users	Replies	Likes	Views	Activity
Resources for Inspiration	Team/People Development	11	11	123	1y	
OUTSIDE IN - connecting as Insight teams	Team/People Development	18	2	132	8M	
What do you love most about being an AURA member?	Announcements	14	3	72	10M	
How get impact from a brand tracking study	Brand research	15	0	128	7M	
ChatGPT / AI	Trends and futures	10	1	75	1y	
Sharing free sources of current insight	Coping with Extraordinary Times	6	4	163	4y	
How to embed insights and research results in our organisations?	Communicating and sharing insight	3	2	106	3y	
Insight knowledge hub	Communicating and sharing insight	4	1	167	3y	
Small agency or contractor to help set up insight management	Agency recommendations sought	4	1	68	8M	
Surprisingly high response rates	Technical research questions	8	0	86	1y	
What will 2024 hold? Free resources	Trends and futures	2	5	55	10M	
'In House' customer immersion activity	Customer closeness & immersion	7	0	114	1y	
AI verbatim coding & sentiment analysis	Innovation and NPD	8	1	64	3M	
Recommendations for potential agencies to run Customer Community	Agency recommendations sought	9	0	84	2y	

"On tap advice via this forum!"

"AURA is an extension of our team. We can ask questions, share experience and continually learn new things / keep skills up."

"The forum is a really useful resource as you can get recommendations from members about vendors, research agencies and different methodologies."

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Forum Topics



All Categories ▾ Latest New Top (All Time) ▾ Categories

Topic	Category	Users
Resources for inspiration	Team/People Development	
OUTSIDE IN - connecting as Insight teams	Team/People Development	
What do you love most about being an AURA member?	Announcements	
How get impact from a brand tracking study	Brand research	
ChatGPT / AI	Trends and futures	
Sharing free sources of current insight	Coping with Extraordinary Times	
How to embed insights and research results in our organisations?	Communicating and sharing insight	
Insight knowledge hub	Communicating and sharing insight	
Small agency or contractor to help set up insight management	Agency recommendations sought	
Surprisingly high response rates	Technical research questions	
What will 2024 hold? Free resources	Trends and futures	
'In House' customer immersion activity	Customer closeness & immersion	
AI verbatim coding & sentiment analysis	Innovation and NPD	
Recommendations for potential agencies to run Customer Community	Agency recommendations sought	
Customer panel agencies	Customer Panels & Online Communities	
Medallia CX measurement platform	Customer Experience research & CSAT/NPS	
Free Trends reports and much more	Trends and futures	

Forum Topic - Agency Recommendations



Topic	Category	Users
Sydney Boutiques / Independents	Agency recommendations sought	NH
Size of local student population	Agency recommendations sought	
Recommendation for mystery shopping agency	Agency recommendations sought	JL
Experience with Signal AI	Agency recommendations sought	JG
Have you worked with Imagen?	Agency recommendations sought	
Customer complaints - benchmarking data?	Agency recommendations sought	CM
Studio Space- the agency marketplace	Agency recommendations sought	CP CM
Any experience working with Think Again?	Agency recommendations sought	
B2B recruitment agency recommendations	Agency recommendations sought	RQ MR
Research with Commercial Insurance Brokers	Agency recommendations sought	DR
Ipsos Contact - Segmentation	Agency recommendations sought	VT
Transcription service recommendations	Agency recommendations sought	MB
Affordability / value perceptions - agency recommendations	Agency recommendations sought	JH
agencies for testing pack formats	Agency recommendations sought	EM JM
Research agencies with Retail experience	Agency recommendations sought	KE CH
UX Research - specialist recruiters & agencies	Agency recommendations sought	VT
Sponsorship effectiveness agencies	Agency recommendations sought	PB
(Possible) Supplier overhaul!	Agency recommendations sought	AM
Website feedback agency recommendations	Agency recommendations sought	CP
Customer Journey mapping -agency recommendations	Agency recommendations sought	CP

Forum Topic - Brand Research



AURA Member Forum

← Brand research ▾ Latest New Top Categories

Topic	Category	Users
Brand Proposition - Translation in other languages	Brand research	
Naming research	Brand research	
Kantar's Brand Dynamics - Any experience of this?	Brand research	
How get impact from a brand tracking study	Brand research	
BrandStructures by Kantar	Brand research	
Niche audiences: best agency/approach	Brand research	
Tracking agencies	Brand research	
Brand equity: A single score for brand health	Brand research	
Best quick access omnibus style solutions?	Brand research	
Measuring impact of influencer activity	Brand research	
Brand Tracking recommendations?	Brand research	
Brand Research agency experts	Brand research	
Tracking awareness	Brand research	
Brand Tracking	Brand research	

Knowledge Bank - Brand Research & Tracking



Knowledge

Your library of the latest presentations, reports and thought pieces from members and industry experts

Members only

Categories

2017 events

2018 events

2019 events

2020 events

2021 events

2022 events

2023 events

2024 events

5 Questions in 5 Minutes

Ad testing and comms development

Advanced quantitative techniques

Agile approaches

All related topics

Automation

Award Winners

B2B

Behavioural science

Brand research and tracking

Business impact

Career personal and team development

Case study

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17 Sep 2024 Members only



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4 Sep 2024 Members only



The Best Agencies You've (Probably) Never Heard Of Part 2

Cat Sat on the Mat, Futureful, PS Research, 7th Sense

24 Apr 2024 Members only



The Best Research Agencies You've (Probably) Never Heard Of Class of 2024

Adience, Magenta, The Sound, Three Hands,

10 Apr 2024 Members only



Just some of the reasons to invest in your career and your team for £630 per year (cca £50 per month, 4 people)

"AURA is ... incredible value for money (compared to MRS membership for example). It helps you discover new agencies without any sales pressure. And then there's the fabulous free Quirks perk!"

- Peer to peer support and events keep you on top of new developments and reduces risk of trying new approaches
- An extensive events programme which isn't London centric
- Free tickets for Quirks London RRP £199 each
- Supportive member forum
- Extensive knowledge hub with hundreds of case studies and presentations
- Workshops with renowned agencies
- A chance to celebrate your work and your people with the AURA awards
- **Team of 1 or a small team? Never feel alone again!**

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Questions?

(We totally love them)



Want to know more?

Try one of
our events
for free



Think it's a no brainer?

Join
Now!

