

# Discover Aura

Benefits of Membership

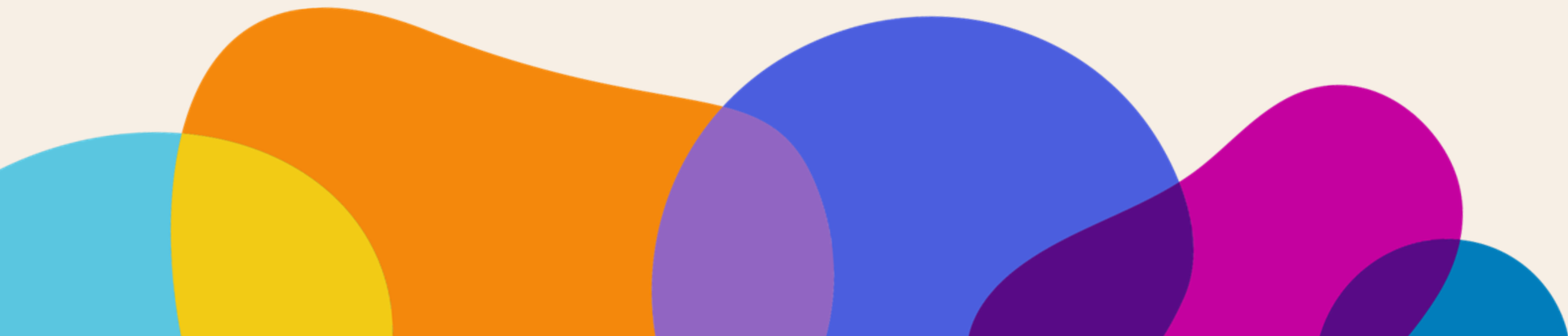
Wednesday 20<sup>th</sup> May  
9am-10am, Online



# Agenda

- 9.00am** Intro to Aura
- 9.10am** Membership details & benefits
- 9.45am** Q&A

# INTROS



# About Us

A supportive community of client-side insight professionals, sharing real examples, quality advice and fresh perspectives

Teams of 1 to 20+

Wide range of industry sectors

Extending your virtual team to over 900 people



# Members

Examples of our members organisations: public & private, consumer & B2B, brands & brand owners, big and small

Over 1000 members from over 200 organisations

## Financial Services



## Retail



## Utilities



## Travel & Tourism



## Charities



## Consumer Goods



## Government & Regulatory



## Education



## Food & Drink



## Leisure & Sport



## Media & Telecomms



## Business Services



# The Team

Aura is led by volunteers from our member organisations

## Volunteer Directors



**Ruth Hinton**  
Vue International



**Steven Darby**  
Leeds Building  
Society



**Maddie Horner**  
Dr. Martens



**Irene Grovenstein**  
Ovo



**Astrid Aupetit**  
Principality  
Building Society



**Louise Sharpe**  
BT Group

## Supported by 3 contractors



**Julia Joskey**  
Produces Aura's  
marketing



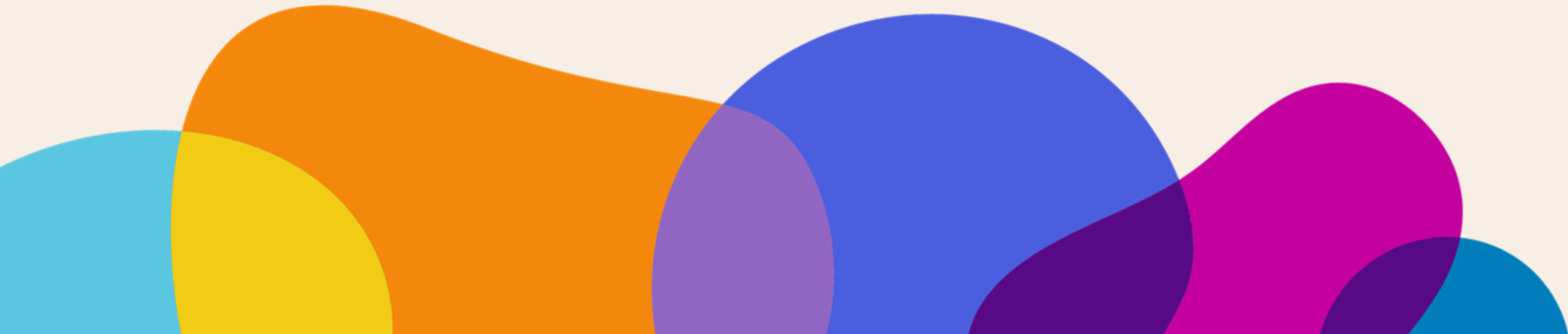
**Tom Kerr**  
Organises our  
events



**Richard Drury**  
Runs our  
membership and  
finances



# Membership



# Membership Overview

Membership to Aura is an annual subscription of £675 + VAT for up to 4 people and includes all the below for every individual member...

- Online events (at least 12 per year)
- In-person seminars and workshops (at least 4 per year)
- Member Forum - seek or share advice and recommendations
- Knowledge Hub - browse hundreds of case studies, event slides and playbacks
- Tickets to Quirks London for all Aura members (worth £199 per person. TBC for 2027)
- Tickets to Auras Awards Dinner (subject to availability)

# Online Events

All our speakers and content are hand selected by our events volunteers based on demand and relevance. Most content comes from our members volunteering to present with research partners.

## January

**2026 Trends**  
A future focused double header

The Status Playbook, presented by **davies+mckerr**  
Treat Culture and the Future of Pleasure, presented by **Firefish**

Wed 7th Jan  
9am-10am, online

**Aura**  
Supporting insight

**The UK in 2026:**  
7 Trends to Watch

TRAJECTORY

Wed 14th Jan  
9am-9.45am  
Online

**Aura**  
Supporting insight

**Guiding the way:**  
Effective insight communication at Samsung

Wed 28th Jan  
9am-9.45am  
Online

**Aura**  
Supporting insight

## February

**The Trust Factor**  
How to build this vital element for commercial success

Presented by **Royal Mail** and **Tapestry**

Wed 25th Feb  
9am-9.45am  
Online

**Aura**  
Supporting insight

## March

**Global Research Excellence**

Presented by **The Big Picture** and **PepsiCo**

Wed 11th March  
9am-9.45am  
Online

**Aura**  
Supporting insight

**Using Closeness**  
to burst bubbles and stimulate innovative thinking

Wed 25th March  
9am-9.45am, online

**Aura**  
Supporting insight

## April

**Walking the Talk**  
How conversations with humanoid AI moderators broke new ground for M&S footwear

Simpson • Carpenter

Wed 29th April  
9am-9.45am  
Online

**Aura**  
Supporting insight

## May

**Balancing AI Innovation**  
with Research Integrity

Wed 13th May  
9am-9.45am, online

**Aura**  
Supporting insight

# In-Person Events

Our in-person events tend to be full or half day experiences, deep diving into hot topics. We often include a mixture of presentations, panels and workshops.

February

**Customer Connections**  
Ensuring the voice of the customer is heard loud and clear

**Aura**  
Supporting insight

RAF Club, London  
Tuesday 10th February  
10am - 4pm

March

**More than just a pi-zza insight with Boxclever**

**Aura**  
Supporting insight

Jamie Oliver Cookery School, John Lewis, Oxford Street, London

17th March  
3-7pm

April

**Work Worth Watching** TRINITY MQUEEN

A celebration of great advertising and the insight that inspires it

**Aura**  
Supporting insight

Vue Cinema, Westfield nr Shepherds Bush  
Wednesday 22nd April, 2pm to 5pm



More than just a pi-zza insight event in March 2026

# Accessing Events

# Up and coming

Date TBC early June - Online



17<sup>th</sup> June – London



9<sup>th</sup> July - London



# The Member Forum

Ask for help on a forum post

Or join the discussion on historic posts



# The Knowledge Hub

Delve into our rich library of presentations, reports and thought pieces from members and industry experts.



# The Aura Awards

Every summer we run The Aura Awards, an event recognising and celebrating some of the best work and people in our industry. Awards winners are nominated by the Aura community.



# How To Get involved

- Join the finalist events and **vote** for winners
- Join us at the **awards ceremony on 9<sup>th</sup> July** at the Oval
- **Nominate** yourself, your teams or agency partners in 2027



## Friends of Aura Access

For those in-between jobs due to their client-side role being made redundant, we offer **temporary access** to the Aura community, **completely free**.

Being in-between roles can be daunting but we're here to **support** you to **stay connected** with your peers and keep up to date with the latest and greatest in research and insight across the UK.

More information on our website.

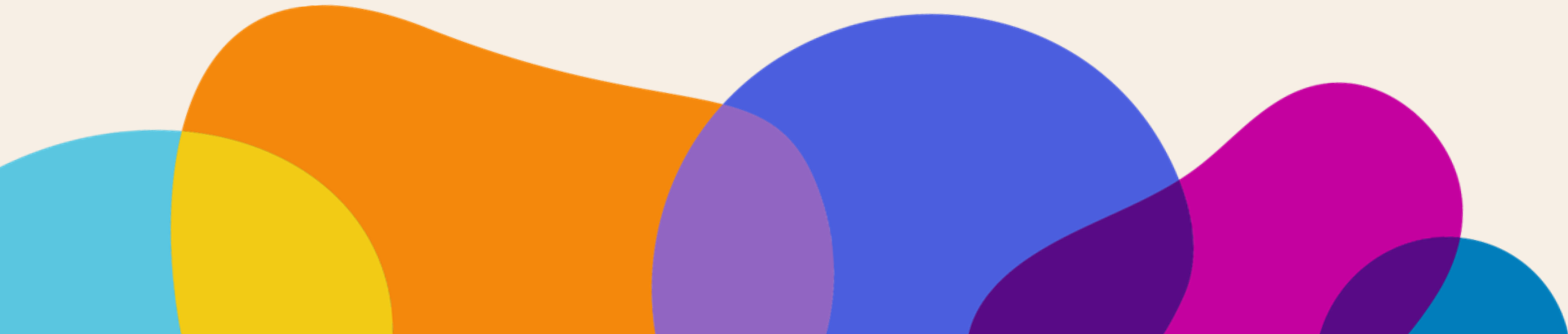


A big special thank you to [Brand Ignite](#) who have kindly contributed to AURA to help make this free access possible.

**BRAND  
iGNITE**



# Q&A



# Q&A + Next Steps

## Curious?

Try an event for free



## No brainer?

Join Now

