

Press release

Research & Results 2019 another record-breaker

The world's leading show for research, data and insights tops attendance once again

This year's Research & Results came to an end today – yet again a resounding success, with almost 3,400 highly satisfied participants setting a new attendance record. Visitors met up with 186 exhibitors from 24 countries. The entire show programme, with many new features, was a huge hit.

Munich, 24 October 2019 — All the big names of the industry were once again represented at the world's leading show for research, data and insights, including 49 new exhibitors from around the globe; many with innovative digital product offerings.

112 free workshops were in many cases filled to capacity; especially the strikingly large number of practical workshops with client involvement. As in the previous years, the Innovation Area attracted big crowds all day long – the open forum with rapid-fire trend presentations firmly establishing itself as a key component of the show for the third time running. The new recruiting session on the second day of the show was also received with great enthusiasm, especially among the young visitors and graduates. Seven exhibitors capitalized on the opportunity to present themselves as employers of the future.

On day two, 40 corporate market researchers had the opportunity to attend two free training seminars on the topic of "Dealing with Power Games" with the renowned business coach Beate Munding. One highly impressed participant said afterwards: "A great offer that comes at just the right time!" Another: "Being able to attend a training course like for free is really a unique opportunity."

The new Wellness Lounge with its massage chairs and the photobox with fun extras caused a lot of buzz. Visitors could get a snapshot of themselves as a "Panel Pro", "Research Queen" or "Client Whisperer" and print or share the result as a souvenir.

With all it offered, it comes as no surprise that Research & Results was again given rave reviews. According to the visitor survey conducted by GESS and Psyma, 82 percent of the visitors were (highly) satisfied with their show experience.

Research & Results will be on again next year at the end of October in Munich's MOC – for the fifteenth time!

Research & Results 2020:

Date: 28 and 29 October 2020 in the MOC München congress centre

Admission: Free for industry visitors

www.research-results.de

Photos are available on the website under "Press" (www.research-results.de/presse.html). More images and larger formats on request.

Facts about the show: "Research & Results – The Market Research Show" has been held annually since 2006, put on by Reitmeier Input Management Services GmbH, Munich and Waiblingen. The exhibitors include full-service agencies, test studios, field researchers, online panel providers and IT service providers. The event's organizer also publishes the special-interest magazine Research & Results. The managers of the company are Hans Reitmeier, Heinrich Fischer and Martin Sippel. The Press Centre offers more information at www.research-results.de

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