



DEPARTMENT MEMBERSHIP BENEFITS

Departments are internal departments at corporations, non-profits, associations and government entities that do not sell their services.

WHAT IS THE INSIGHTS ASSOCIATION (IA)?

The Insights Association protects and creates demand for the evolving Insights and Analytics industry by promoting the indisputable role of insights in driving business impact.

Integral to the advancement of all industries, IA members are innovators in software, data analytics, data collection, and market and social research.

They span companies large and small, including Nielsen, Kantar, Ipsos, IQVIA, Concentrix, Edelman, YouGov, GfK, and Material; the insights departments of such major brands as McDonald's, Comcast, Hulu, Eli Lilly, Johnsonville, Bayer, BET Networks, The Travelers Companies, Nestlé Purina; and countless individual practitioners in the insights space.

IA PROVIDES ESSENTIAL CONTENT AND FOSTERS A DEEP COMMITMENT TO BEING A PART OF THE COMMUNITY THAT ADVANCES THE INSIGHTS INDUSTRY.

Benefits are afforded to all of your department's employees, regardless of their location in the world.

Government Affairs Advocacy via a full-time lobbyist to federal and state policymakers helping to ensure an accommodating environment for our industry.

Proof of Your Commitment to Quality through adherence to IA's enforceable *Code of Standards and Ethics for Market Research and Data Analytics*.

Proactive Compliance Guidance provided through legal alerts, articles, and best practices guidance to help you avoid or limit legal costs.

Learn from and Exchange Ideas with Peers via our private, members-only online forums, designed to leverage the collective knowledge of IA members.

Local Engagement through our Chapters, which provide year-round education and networking opportunities across the U.S. and Canada.

Discounted rates to obtain Insights Professional Certification (IPC),

a longstanding and respected industry credential and indicator of one's dedication to the profession.

Superior Networking with fellow corporate researchers at Insights Association events.

A Platform for Thought Leadership – members are on the inside track to be featured on our podcasts and webinars, write articles for our publications, and to speak at our events.

An Advocate for Diversity & Inclusion in Insights – IA's IDEA Council delivers measurement, education, and standards of excellence to address the lack of representation in the insights profession and the population it researches.

Personal Access to On-Staff Privacy & Compliance Experts for information on privacy strategies and assistance with drafting company privacy policies; guidance and checklists on legal and regulatory compliance; Code interpretations; model contracts and forms readily adaptable for internal use and to meet client requirements; and insights-specific GDPR resources.

MEMBERSHIP

Annual costs for Department members are based upon total number of employees within the organizations' insights/analytics/research department(s), as follows:

Professional Development Package: includes all membership benefits PLUS unlimited event registrations for your entire department (both in-person and virtual)

1 employee	\$1000
2-3 employees	\$2000
4-9 employees	\$3500
10-40 employees	\$5500
41-70 employees	\$8000
71-99 employees	\$10,000
100 or more employees	\$12,500

Corporate Department Dues Schedule: Membership Only (internal departments at corporations, non-profits, government entities, and associations)

CATEGORY (based on total number of employees within your insights/analytics/research department)	Dues
2 employees	\$650
3 employees	\$950
4-9 employees	\$1,400
10-99 employees	\$1,999
100-499 employees	\$4,999
500 or more employees	\$9,999

