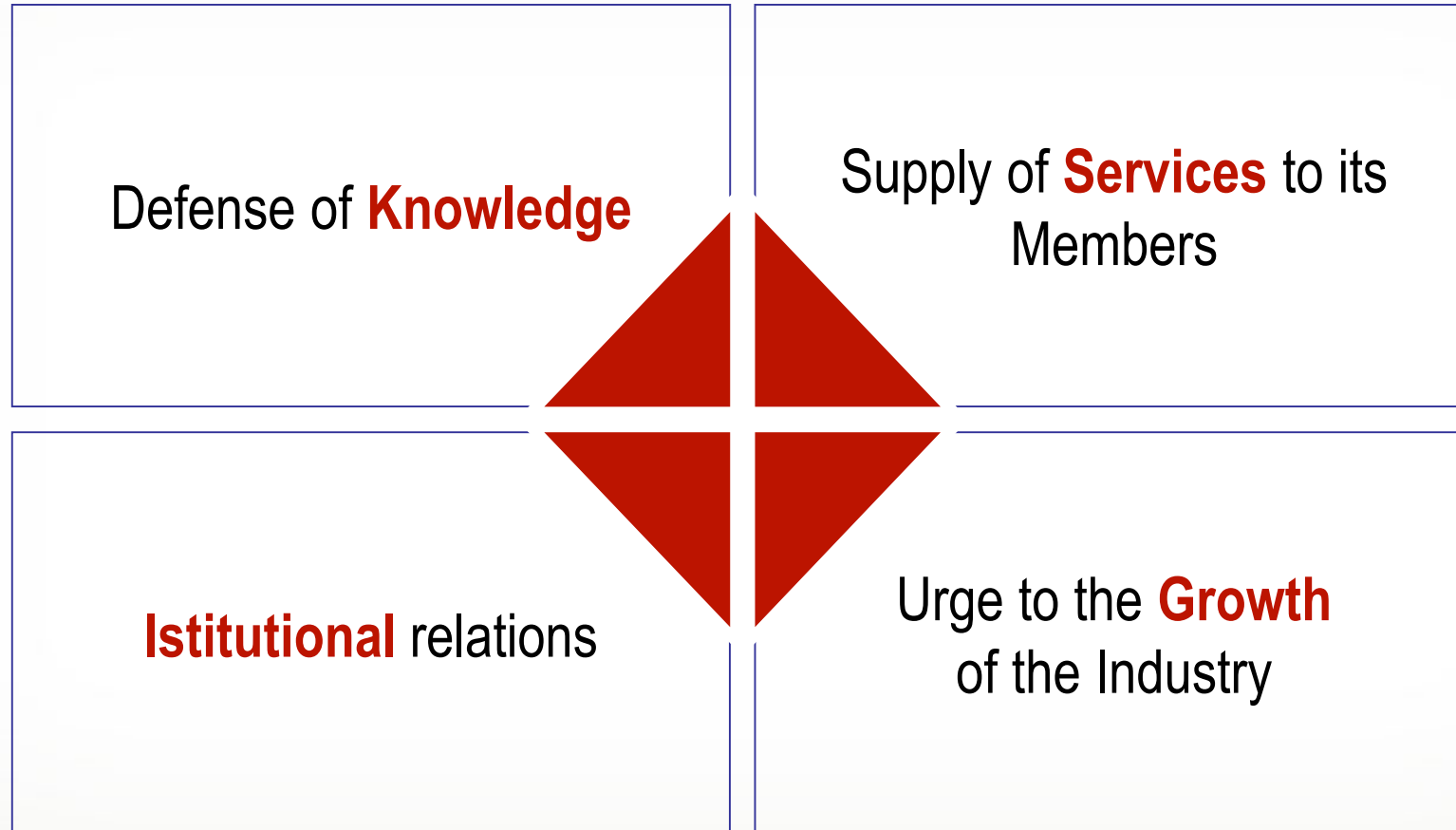


WHY JOIN ASSIRM

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Why join Assirm?



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Make sure your Business is always UP TO DATE



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Have the chance of being ACTIVELY INVOLVED in the world of research

Get more **VISIBILITY** for your Business

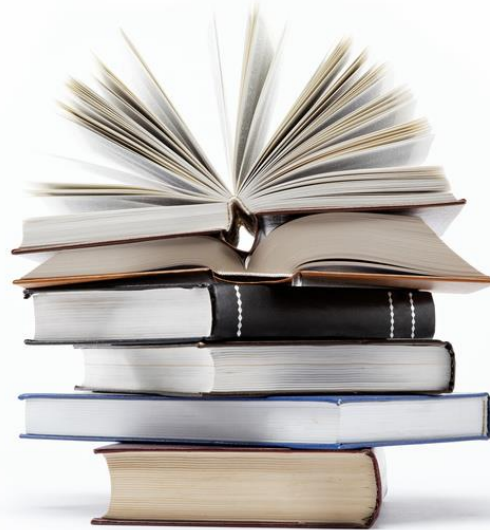
- ❖ ASSIRM is the **benchmark of market research in Italy**.
- ❖ Businesses, Institutions, Universities and researchers consider all the Member Institutes of Assirm as the **main actors of research**. Being an Assirm Member means looking sound and reliable.
- ❖ **Events and opportunities of sponsorship**: ASSIRM organizes several events, during which opportunities of sponsorships are offered in order to increase the visibility of Members.
- ❖ **www.assirm.it website**: there is a section in which each member can present the institute and the fields of specialization, getting an immediate visibility.
- ❖ **My Post Service**: it is a bulletin board dedicated to Members, in which they can promote their services, their activity, through the free publication of news directly on the website homepage.

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- ❖ **Assirm Quality Certificate** – it allows to turn to an «Auditor» appointed by the Association, who, through a check list and during one or more visits to the Agency, will assess the correct implementation of the «Assirm Quality Standards» and the «Code of Professional Ethics». The Association, following the positive outcome of the assessment, will issue the certification, the quality «label» and the Assirm plaque.
- ❖ **Cerqua Project:** assessment of the suitability of the respondent for a qualitative interview, following the strict criteria of the Assirm Quality Standards, through an online platform available from the Assirm website.
- ❖ Compliance with the **Code of Professional Ethics and the Quality Standards.**

Make sure your Business is always UP TO DATE

- ❖ **Assirm Observatory**: presentation of the statistics concerning the research market.
- ❖ **Dispatch of notifications** concerning the latest legal and financial news, thanks to the reports which are sent on a regular basis by the consultants of the Association.



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- ❖ **Legal Advice:** Assirm offers its Members a new free service, that allows focusing on legal issues that are typical of a Research Agency. The Association has in fact entered into an agreement with two different law firms, through which it will be possible to obtain legal advice.
- ❖ **General Terms of Agreement:** a new, updated and detailed version of the General Terms of Agreement between the Institute and the Client, branched following the types of research, has been developed.
- ❖ **Tender notices:** e-mail dispatch of selected tender notices, which can be national or international and relating to the market research field.
- ❖ **Benefits and Discounts:** Accession to interesting benefits and discounts by several Companies operating in different fields.
- ❖ **Request for Quotations:** dispatch of requests for quotations from Client companies that turn directly to the Association.

Be **ACTIVELY INVOLVED** in the world of research

- ❖ **Assirm Training in Market Research**
- ❖ **Partnership with prestigious Italian Universities** (Università Statale of Milan, Università Cattolica del Sacro Cuore of Milan) for the organization and the sponsorship of postgraduate programmes concerning the world of research and specialized seminars.
- ❖ Development of a **management training programme** for experts of the industry, open to Members only.
- ❖ **Establishment of work groups**, involving the representatives of the Institutes participating, in order to deal with the most interesting and relevant subjects for our industry.