SAMRA
SOUTHERN AFRICAN MARKETING RESEARCH ASSOCIATION

ESOMAR Association partnership services

Ethics advice via email

Legal advice about **industry-wide** issues

Become a

SAMRA MEMBER

and take advantage of all these benefits and more!

Inclusion in the website **member** list

SAMRA Code of Conduct **protection**

Sponsorship opportunities

email: info@samra.co.za for more information

SAMRA 2022/23 MEMBER BENEFITS, PRODUCTS AND SERVICES

	Benefits, Products and Services	Organisation Members	Associate Members	Independent Members	Non-Members
Developing Professional Practice	Ethics advice via email	√	√	√	-
	Ethics updates via webinar	√	√	√	Paid-for service
	Legal advice about industry-wide issues	√	-	-	-
	Access to Work seekers and Bursary seekers information	√	-	-	-
	Looking for work and Bursary requests to SAMRA members	√	√	√	√
	Interest group membership	-	√	√	Paid-for service
	Interest group advocate eligibility	-	√	√	-
	Local ambassador and subcommittee eligibility	-	√	√	-
	SAMRA Consulting service	Paid-for service		Paid-for service	-
	Professional recognition	Not applicable	Paid-for service	Paid-for service	-
	SAMRA local, national and regional events and best practice sharing	Discounted paid-for service	Discounted paid-for service	Discounted paid-for service	Paid-for service
	SAMRA Survey Interviewer Qualification Assessment	Discounted paid-for service	Discounted paid-for service	Discounted paid-for service	Paid-for service
Industry Voice	Global Research Business Network (GRBN) membership	√			-
	ESOMAR Association partnership services	√	√	√	-
	Representation at stakeholder bodies	√	√	√	-
	Lobbying with stakeholders	√	√	√	-
	Advocating for research amongst stakeholders	√	√	√	-
	SAMRA Code of Conduct protection	√	√	√	-
Marketing	Requests for proposals from clients, and preferential procurement	√		√	-
	Credential branding	√	√	√	-
	SAMRA Press posting of member news/press releases on the website	√	√	√	-
	Posting of a social responsibility initiative on SAMRA Doing Good web page	√	-	-	-
	Job advertising	Discounted paid-for service	-	-	Paid-for service
	Website directory advertisement	Paid-for service	-	-	-
	Website advertising	Paid-for service	-	-	-
	Inclusion in the website member list	√	-	√	-
	Advertising on electronic newsletters and updates	Paid-for service	-	Paid-for service	-
	Journal advertising	Discounted paid-for service	-	Discounted paid-for service	Paid-for service
	Sponsorship opportunities	Discounted paid-for service	-	Discounted paid-for service	Paid-for service
Publications	Yearbook: Print	Discounted paid-for service	Discounted paid-for service	Discounted paid-for service	-
	Yearbook: Electronic	√	√	√	-
	Journal: Print	√	Paid-for service	√	Paid-for service
	Journal: Electronic	√	√	√	-
	Salary survey	Paid-for service	Paid-for service	Paid-for service	Paid-for service
	Industry index tracking	Paid-for service	Paid-for service	Paid-for service	Paid-for service
	Industry size survey	√	√	√	Paid for service
	Email newsletters and updates	√	√	√	-