



InSites Consulting launches Global Community Moderator Network

Today InSites Consulting announced the launch of their Global Community Moderator Network, a network of more than 150 moderators in over 30 countries across all continents, supporting them in the execution of Market Research Online Communities (MROCs). The moderators are recruited based on their qualitative research experience and - more importantly - they are trained and certified in running InSites Consulting MROCs.



**COMMUNITY
MODERATOR
NETWORK**
by InSites Consulting

Market Research Online Communities are THE rising star

Today the market research industry is faced with two important challenges. Firstly a lot of new research methodologies are entering the market and according to the latest GRIT study, Market Research Online Communities are THE rising star. Next to that, a lot of global brands are looking at emerging markets to grasp new opportunities.

"These industry challenges also offer opportunities of course. In the past years we already invested highly in the MROC methodology. The Community Moderator Network is the next step to help our clients on a global scale, making their brands relevant on a local level. Next to that, we continuously co-create the future of MROCs together with these moderators all over the world" says Kristof De Wulf, CEO at InSites Consulting.

Making global brands relevant on a local level

Through the global certified moderator network, every InSites Consulting Research Community is moderated by a native moderator, who understands the language and the culture of the participants.

"We bring in the best moderators from around the world and they bring their knowledge of the local culture and market into our client projects. Furthermore we offer one methodology, one vision on that methodology and we give clients one project team which connects the dots and fully understands the research objectives. It's about making global brands relevant on a local level." says Tom De Ruyck, Head of Research Communities at InSites Consulting.

The need for consistency

Every moderator is recruited based on their experience in qualitative research, and of course on their local presence. Before becoming a certified moderator of the moderator network, they need to go through a selection procedure in which their expertise, reporting quality and language skills are tested. After the selection procedure, they sign a contract and are trained & tested on moderating InSites Consulting communities.

"We want to make sure we are able to run communities in a consistent & standardized high-quality way in any country in the world. Our scale and expertise allow us to offer the same high-quality service in over 30 countries worldwide, with more being added on a continuous basis. Because of this unique combination of quality and coverage, we are the one partner who can work with brands on every project, anywhere." says Liesbeth Dambre, Project Resource Manager at InSites Consulting.



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Want to join our Global Community Moderator Network:

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About InSites Consulting:

InSites Consulting was founded in 1997, and although a market research agency its founders never really had the ambition of being market researchers. InSites Consulting is in fact a crazy mixture of academic visionaries, passionate marketers and innovating researchers, all determined to tackle the status-quo van of market research.

In the past 10 years the company has grown an amazing 35% every year. Today they are more than 130 collaborators in 5 offices (Belgium, the Netherlands, the UK, Romania and the US). Their energy is generated by assisting world brands in the improvement of their marketing and in reaching consumers all over the world. The InSites Consulting work has already been rewarded with no less than 15 international awards.

The recipe to success: constant enthusiasm, a lot of hard work, a sharing culture, and permanently innovating research methods and leading marketing ideas. And last but not least: positively surprising customers on a daily basis.



InSites Consulting

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