



**MRS CPD PROGRAMME
ACCREDITING ASSOCIATIONS & PARTNERS**

Please complete the details below and return to jennifer.sproul@mrs.org.uk

ICG Tuesday 29th September 2014- The Midlands Group, Babble Studios, Solihull, "The Millennials: What turns them onto a brand?"

Event/Training/ Seminar/Publication Title	Description e.g. Course Title, Trainer and Delivery Mode	Learning Based Outcomes (if applicable)	Length of event/course (if applicable)	MRS CPD Hours Accredited By MRS	Membership Benchmark Standards	MRS Professional Development Framework
ICG Meeting with a talk from Jemma Phelps, Associate Director, One MS	One MS have conducted an in depth qualitative study of the Millennial generation, the 18 to 24 year olds who have grown up in the digital age. These Young Millennials are interacting with brands in many different ways. The study uncovers their attitudes to brands and what brands are required to do in order to engage with them effectively. This will be followed by an open discussion	The talk will address and put into context the benchmark standards STANDARD 2: Research within its broad political/economic social/ technological context STANDARD 6: Oral and/or written communication skills STANDARD 7: Awareness and evaluation of research methodologies	60 minutes			