

Industry Associations and Insights Innovation

Industry Associations Followers? or Leaders!

Bart Nauta, Chairman MOA

Innovation at MOA Netherlands

- ◎ **New Brand Identity:**
Center for Information Based Decision Making
instead of
Market Research Association
- ◎ **Network organization:**
Insights departments, Research Agencies, Digital Boutiques, self employed consultants, Universities
instead of
dominance by Research Agencies

Innovation at MOA Netherlands

- ⦿ **Quality standards for Digital Analysis and Web-Analytics**
- ⦿ **View on decision making in the contexts representativity and relevancy**
- ⦿ **Moderation in the Privacy debate**
- ⦿ **Education, Education, Education because**

How do we make the most of Big Data?



How to prevent Big Data becoming Obese Data?