

NIMRA INTERNATIONAL CONFERENCE 2026

Strengthening foundations, expanding horizons

Seyi Adeoye
President, NIMRA



A big ‘Thank You’

Awards and Recognitions

The roadmap..

- 
1. Drive traction, while rebuilding
 2. Foster 'required' internal alignment
 3. Deliver external collaborations
 4. Position for national relevance
 5. Build and test for 'continuity'

What has been done thus far



- Corporate assets – logo, website, secretariat
- NIMRA International Conference 2025/2026
- Knowledge sharing – webinars, masterclasses
- AGMs (2024/2025/2026)
- International and regional visibility
ESOMAR/AMRA/SAMRA/MSRA/AMISE
- Active NIMRA committees
- New fellows/LTAs (process to be improved)
- Recognition of Young Researchers (2025/2026)
- Updated NIMRA constitution
- Financially – NIMRA is a going concern

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A NIMRA that...

- Inspires and supports closely its members (individuals, agencies, brands)
- Drives industry level visibility and facilitate best practices across the insight ecosystem
- Is chartered (legal status) and 'in the right rooms' nationally

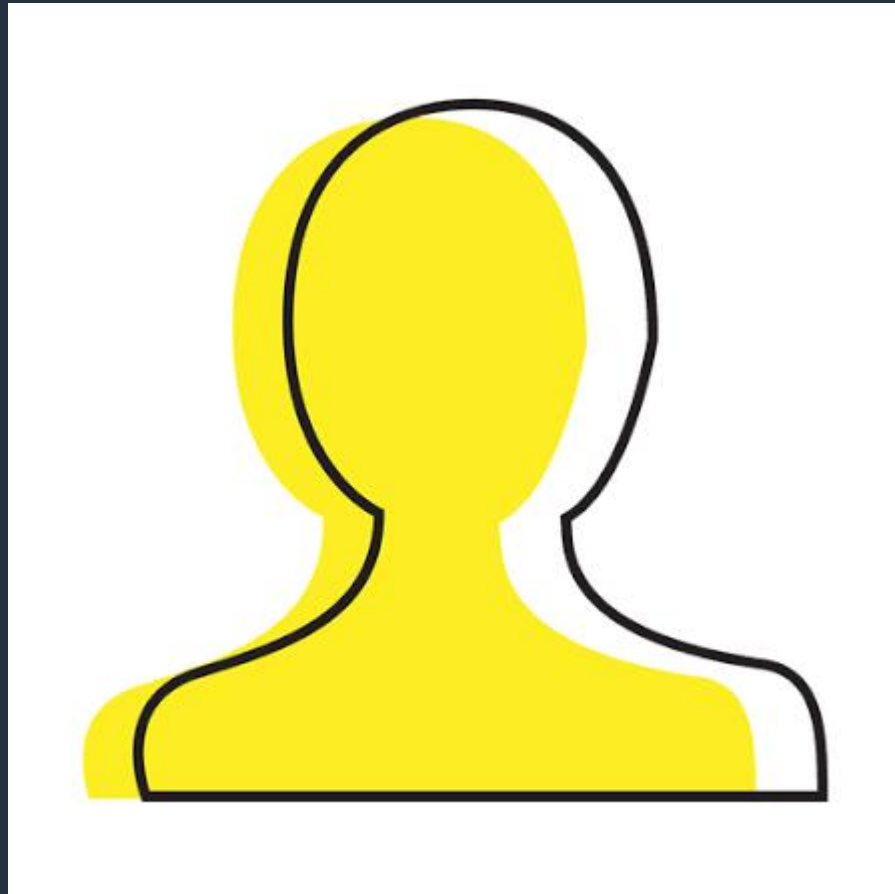
Looking at 2026



- Membership drive – Agencies, brands, individuals – *freelancers, fieldworkers*
- CEO Forum – *(SEC/recalibration)*
- NIMRA Training Academy – *to launch soon*
- Chartered status – *revisit BoT also*
- Size of the pie (market sizing) / *ESOMAR*
- Government angled Collaborations: *E.g. NBS/NPC/NOA/relevant government agencies...*



We need volunteers...



- Impact mind-set
- Audacious
- Heart of service

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