



## MARKET RESEARCH & DATA STRATEGY COMMITTEE CHARTER

### MISSION STATEMENT

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The primary purpose of the Market Research & Data Strategy Committee (the “Committee”) is to assist the TIA in identifying meaningful topics to study, and business intelligence/data to collect that is relevant to the toy industry; and when appropriate liaise with TIA staff and selected consultants to develop and collect the appropriate information.

### KEY OBJECTIVES AND RESPONSIBILITIES

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- Identify specific market research topics to undertake that provide timely, meaningful and actionable information to member organizations.
- Provide recommendations, where necessary, with regard to quality vendors for TIA to explore.
- Provide guidance, where necessary, on data collection instruments associated with market research studies.
- Identify specific business intelligence/industry data to collect that is timely and relevant to the industry.
- Recommend sources of that information, where necessary.
- Help prioritize research in terms of member needs.
- Provide recommendations, as needed, on market research presentations made at TIA events.
- Consider ideas or research services to provide to members, as needed.

The Committee shall also perform any other activities consistent with the By-Laws of the Association and other governing laws, or as the Board or the Committee shall deem appropriate.

### SELECTION AND TERM OF COMMITTEE CHAIRPERSON AND BOARD LIAISON

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The Chairperson of the Committee shall be selected by the Association’s Chairman. If the Committee Chairperson is not a member of the Association’s Board, the Chairman of the Association shall also select a member of the Association’s Board to act as liaison between the Committee and the Board. The Committee Chairperson can serve a maximum of two (2) consecutive one-year terms. There is no limit on the length of service for a Board liaison.

## **NUMBER, TERM AND QUALIFICATIONS OF COMMITTEE MEMBERS**

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Committee members shall be appointed by and serve at the discretion of the Committee Chairperson with consideration given to balancing the need for a certain level of continuity of service on the Committee, limits on the length of service by a member and to achieving balanced representation from various segments of the industry and categories of products. The Committee Chairperson may appoint a Vice-Chairperson if such a position is determined to be necessary. The Committee shall consist of between six (6) and twelve (12) regular members including the Committee's Chairperson and Vice-Chairperson, if applicable.

Members of the Committee should consist of executives having experience overseeing a mix of functions (including marketing and analysis), as well as the ability and willingness to invest the necessary time for attendance at meetings and participation in teleconferences, meetings and requests for input.

## **SUBCOMMITTEES AND ADVISORY COUNCILS**

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When necessary, the Committee Chairperson may appoint additional subcommittees to address a specific program objective or project. The Committee Chairperson shall appoint a chair (who must be a member of the Committee) of any subcommittees and shall approve the members of all subcommittees.

## **CONDUCT OF COMMITTEE BUSINESS**

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The Committee Chairperson shall preside over meetings of the Committee. It is the responsibility of the Chairperson to set committee meetings. A minimum of half of the members of the Committee shall constitute a quorum for doing business. All actions of the Committee shall be taken by a majority vote of the members of the Committee present at the meeting, provided a quorum is present.

The Committee shall report to the Board. The Board liaison, if applicable, shall determine the extent of his/her involvement in the regular activities of the Committee. The Board liaison's primary responsibility will be to maintain communications with the Committee Chairperson and to report to the Board as necessary.