

# TOP 10 THINGS TO DO IN SAN DIEGO

1. **HEAD TO THE BEACH**, San Diego is home to some of the most beautiful beaches in the world.
2. **GO SHOPPING**, there is no shortage of shopping venues.
3. Practice your golf swing at one of the eight **WORLD CLASS GOLF COURSES**.
4. Head over to **CORONADO ISLAND** for unique shops, thriving resorts and the Naval Air Station.
5. Take a trip to the world famous **SAN DIEGO ZOO**, home to over 4,000 animals and 800 botanicals species.
6. November is football season, cheer on a **CHARGERS** game.
7. Explore the **PLAZA DEL PASADO IN OLD TOWN**, where you can see the preserved and restored structures of San Diego's pioneer families.
8. Get spooked at the **WHALEY HOUSE**, the most haunted house in America.
9. Check out the hip nightlife, trendy restaurants and unique boutiques in the **GASLAMP DISTRICT**.
10. **RELAX AT THE SPA**, San Diego has many to choose from.

## NETWORKING THAT WORKS

- **PRESIDENT'S RECEPTION:** Kick off the Conference with this attendee favorite on Wednesday night while enjoying cocktails and hors d'oeuvres.
- **SPEED NETWORKING:** Meet individually with up to six contacts in one hour, it's the most efficient networking event around! Pre-registration required.
- **NETWORKING LUNCH WITH A TWIST:** After so much positive feedback, this traditional lunch with a little twist is back for a second time, special tables reserved for facilitated networking. Pre-registration required for this part, unassigned tables will also be available.
- **NEW MEMBER/FIRST TIME ATTENDEE RECEPTION:** As a new member to MRA you are invited to this private reception to meet and mingle with others like yourself.
- **AWARDS LUNCHEON:** Celebrate those who have made an impact on the Association and the profession at Friday's lunch.
- **CHAPTER EVENT:** Join the Southern California Chapter and the company of your colleagues for a walking tour through the famous Gaslamp District.
- **EXPO:** Stop by the Expo to see the latest products and services impacting the Industry.
- **END USER RECEPTION:** End Users Only! Talk about the issues you care about most while enjoying the company of other End Users.

## MARKETING RESEARCH ASSOCIATION

# First Outlook Conference & Expo

November 4 - 6, 2009 • San Diego, California



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Cut out this brochure and bring it with you to conference to use as a reference.

**WEDNESDAY- NOVEMBER 4, 2009**

**REGISTRATION 9:00 a.m. - 7:00 p.m.**

11:00 a.m. - 12:00 p.m.	Speed Networking					SAPPHIRE A
1:45 - 3:00 p.m.	Contact Management & Lead Qualification Rounds			1.25 BUS	Qual/Quant Online	SAPPHIRE D
	Quantitative Issues within Facility Management			1.25 BUS	Qual/Quant Online	SAPPHIRE P
	Qualitative Facility Management & Supervision			1.25 BUS	Qual/Quant Online	SAPPHIRE M
	What's Changed in How We Design, Manage and Analyze Research?			1.25 BUS	Qual/Quant Online	SAPPHIRE H
	End User Closed Rounds			TBD	TBD	SAPPHIRE 402

TIME	TRACK	TITLE	SPEAKER	PRC HOURS	QUAL/QUANT	ROOM
1:45 - 3:00 p.m.	Emerging Technology	Prediction Markets for Concept Testing: A Case Study	Jared Heyman <i>President Infosur, Inc.</i>	1.25 BUS	Quant Online	SAPPHIRE M
	Innovative Tools & Techniques	How Marketing Tactics Come to Life Within the Physician-Patient Dialogue	David Franke <i>Director, Insights &amp; Analytics, Verilogue, Inc.</i> Jim Hickey <i>Director, Client Services, Verilogue, Inc.</i>	1.25 RSCH	Quant	SAPPHIRE D
	Business 2010 & Beyond	Regulation Over the Horizon: Emerging Research Technology and Modes, Legal and Privacy Hurdles	Howard Fienberg <i>Director, Government Affairs MRA</i>	1.25 RSCH LGL	Qual Quant Online	SAPPHIRE H
	U.S. Hispanic Research Forecast	Beyond Stereotypes - Marketing Without Condescension	Carlos Garcia <i>President &amp; CEO Garcia Research</i>	1.25 RSCH	Qual Quant	SAPPHIRE P
	Special Session	End User Closed Session	TBD	TBD	TBD	SAPPHIRE 402
3:00 - 4:00 p.m.	EXPO OPEN					SAPPHIRE B,C,F,G
4:00 - 5:00 p.m.	KEYNOTE: Evolving Internal Relationships, Core Competencies and Research Methods to Meet the Business Challenges of the Next Decade <i>Reed Cundiff, Senior Director of Marketing Research, Microsoft</i>			1 RSCH	Qual Quant Online	SAPPHIRE AE
5:30 - 6:30 p.m.	New Member/First Time Attendee Reception					SAPPHIRE TERRACE
	End User Reception					SAPPHIRE 402
6:30 - 8:30 p.m.	President's Reception					SAPPHIRE I,J,K,L

**THURSDAY - NOVEMBER 5, 2009**

**REGISTRATION 8:00 a.m. - 6:00 p.m.**

7:30 - 8:30 a.m.	Breakfast					SAPPHIRE I,J,K,L
9:00 - 10:00 a.m.	GENERAL SESSION: Multicultural Intelligence <i>David Morse, President &amp; CEO, New American Dimensions, LLC</i>			1 BUS	Qual Quant Online	SAPPHIRE AE
10:00 - 11:00 a.m.	EXPO OPEN					SAPPHIRE B,C,F,G

TIME	TRACK	TITLE	SPEAKER	PRC HOURS	QUAL/QUANT	ROOM
11:00 a.m. - 12:15 p.m.	Emerging Technology	From Bedrock to MROC (Marketing Research Online Communities)- An Evolution in Qualitative Research Practices	Jane Mount, PRC <i>Executive Vice President Digital Research, Inc.</i>	1.25 RSCH	Qual Online	SAPPHIRE M
	Innovative Tools & Techniques	Using Relationship Theory to Build a Better Model of Consumer Behavior	Kevin Schulman <i>Senior Vice President TRGISKY</i>	1.25 BUS	Quant Online	SAPPHIRE D
	Business 2010 & Beyond	The New FMLA - What You Need To Know To Be In Compliance	Mary Beth Hartleb <i>CEO Prism HR Consulting Services, LLC</i>	1.25 LGL	BUS	SAPPHIRE H
	U.S. Hispanic Research Forecast	Perspectives From Creating An Online Hispanic Panel	Patricia Graham <i>CMO &amp; Executive Vice President Knowledge Networks</i>	1.25 RSCH	Quant Online	SAPPHIRE P
	Behind the Scenes and Into the Future	Sparking the Flame of Consumer Creativity	Sandy Padula, <i>Senior Director of Entertainment Marketing Research Turner Broadcasting System, Inc.</i>	1.25 RSCH	Quant Online	SAPPHIRE 410
12:30 - 1:30 p.m.	Networking Lunch with a TWIST!					SAPPHIRE I,J,K,L

TIME	TRACK	TITLE	SPEAKER	PRC HOURS	QUAL/QUANT	ROOM
1:45 - 3:00 p.m.	Emerging Technology	Beneath the Surface: Uncovering the Emotional Engagement of Consumers to Optimize Advertising	Carl Marci <i>CEO Innerscope Research</i>	1.25 RSCH	Quant Online	SAPPHIRE M
	Innovative Tools & Techniques	Journey Inside the ABC Studios Advisory Panel	Karen Manne <i>Vice President, Research Disney</i>	1.25 RSCH	Qual Quant Online	SAPPHIRE D
	Business 2010 & Beyond	Global Inclusion and Diversity	Bill McClelland <i>International Human Resources QualComm</i>	1.25 BUS	Qual Quant Online	SAPPHIRE H
	U.S. Hispanic Research Forecast	Attracting the Hispanic Market: One-Size-Fits-All Approach vs Additional Segmentation	Emilio Vargas <i>Co-Founder &amp; President Marketing Excellence</i>	1.25 RSCH	Qual	SAPPHIRE P
	Behind the Scenes and Into the Future	Avoid the Doom and Gloom – Reduce Research Calories and Stay Fit at the Same Time!	Manfred Bluemel, Ph.D., <i>Sr. Market Research Manager, Amazon.com</i>	1.25 RSCH	Quant Online	SAPPHIRE P
	3:00 - 3:45 p.m.	EXPO OPEN				

3:45 - 5:00 p.m.	Emerging Technology	Soaring to New Heights – How Southwest Airlines is Leveraging Innovative Research Tools to Stay Connected with Customers and Remain at the Forefront of the Airline Industry	Alissa Jaquish <i>Customer Insights Manager Southwest</i> John Ouren <i>EVP &amp; General Manager MarketTools</i>	1.25 RSCH	Quant Online	SAPPHIRE M
	Innovative Tools & Techniques	Using Mixed Modes to Create Broadly Representative Samples	Gregg Kennedy <i>President Survey Technology &amp; Research</i> George Harmon <i>President D.K. Shifflet &amp; Associates</i>	1.25 RSCH	Quant Online	SAPPHIRE D
	Business 2010 & Beyond	Customer Engagement Tools: Almost-Free Marketing Mojo	Lynn Hunsaker <i>Strategic Customer Experience Mentor ClearAction, LLC</i>	1.25 BUS	BUS	SAPPHIRE H
	U.S. Hispanic Research Forecast	Stories From the Field: Lessons Learned and Insights Gleaned from Six Ethnographies with Latinos	Rose Marie Garcia Fontana <i>Sole Proprietor Garcia Fontana Research</i>	1.25 RSCH	Qual	SAPPHIRE P
	Behind the Scenes and Into the Future	State of the Client: Shifting Sands?	Laura Totten <i>Global Market Intelligence Manager, Philips Oral Health Care</i>	1.25 RSCH	Quant Online	SAPPHIRE 410
	6:00 - 10:00 p.m.	Chapter Event: Gaslamp District Pub Tour				

**FRIDAY- NOVEMBER 6, 2009**

**REGISTRATION 8:00 a.m. - 1:00 p.m.**

7:30 - 8:30 a.m.	Breakfast					SAPPHIRE I,J,K,L
9:00 - 10:00 a.m.	GENERAL SESSION: Accelerating Insight and Innovation through Social Networks <i>Ned Winsborough, CI Manager, Customer Networks, General Mills, Inc.</i>			1 RSCH	Qual Quant Online	SAPPHIRE AE

TIME	TRACK	TITLE	SPEAKER	PRC HOURS	QUAL/QUANT	ROOM
10:15 - 11:30 a.m.	Emerging Technology	The Impact of Social Media on Market Research	Tom Malkin <i>President &amp; Co-Founder GeeYee, Inc.</i>	1.25 BUS	Quant	SAPPHIRE M
	Innovative Tools & Techniques	The Hybrid Method: Tweaking the Tried and True to Streamline Processes with Accelerated Results	Christina Wallunas <i>Research Manager, Coca-Cola</i> J.R. Venza, PRC <i>Managing Partner, AnswerQuest</i> Jason Miller, PRC <i>Managing Partner, AnswerQuest</i>	1.25 RSCH	Qual Quant Online	SAPPHIRE D
	Business 2010 & Beyond	Preserving and Increasing Liquidity During Trying Economical Times	Tage Tracy <i>Owner &amp; Principal TNK &amp; Associates</i>	1.25 TBD	Qual Quant	SAPPHIRE H
	U.S. Hispanic Research Forecast	Survey Design and Methodology for U.S. Hispanic Research	Walter Meneses <i>President Meneses Research</i>	1.25 RSCH	Qual Quant Online	SAPPHIRE P
11:30 a.m. - 12:30 p.m.	EXPO OPEN					SAPPHIRE B,C,F,G
12:30 - 1:30 p.m.	Awards Luncheon					SAPPHIRE I,J,K,L
1:45 - 3:00 p.m.	GENERAL SESSION: Adoption of Social Media for Marketing and Business Development <i>Kristin Luck, President, Decipher &amp; Dana Stanley, President, Operandi Group</i>			1.25 BUS	Online	SAPPHIRE AE